

STRAT 5750 / STRAT 6760, “Profiles of Business Leadership”
Spring Semester 2017; Friday 9:30 AM – 11:30 AM
Spencer Fox Eccles Business Building, Room 5130

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 Course Credit Hours: Three (3)

I. Course Description

This course is designed to acquaint students with trends and challenges of leading a business organization in today’s economy and business environment. This is accomplished by reading and discussing current business leadership topics and by introducing students to business executives and entrepreneurs as weekly guest speakers. Guest speaking executives demonstrate leadership style and technique through lectures, readings, and presentations.

II. Course Prerequisites

Course enrollment by department consent obtained through application process.

III. Required Materials

- 1) Daily reading of the *Wall Street Journal* (WSJ) is expected. Students may purchase a [subscription to the WSJ](#), which includes print and online versions, at a student rate. You are encouraged to subscribe to the WSJ before the first class. www.wsj.com/studentoffer Details were in your acceptance email that was sent out previously.
- 2) We may add a book to the reading materials this semester. We will notify in advance if a book is required.
- 3) You also are encouraged to submit a short bio by August 21, see Paragraph XII.
- 4) A name tent will be provided to each student on the first day of class. Each student is responsible for bringing this to class each week, as these will be used for attendance as well as identification aids for the instructors and guest speakers.

IV. Course Objectives

By course completion, students should:

- Be familiar with the *Wall Street Journal* as a practical source of information about important business topics and leaders,
- Be acquainted with the background, style, career path and leadership approaches of a wide range of business leaders.
- Develop a “Leadership Framework” summarizing those leadership practices that will enable you to achieve personal and professional leadership objectives in our dynamic business environment.

V. Methods of Instruction

Instructors will use reading assignments and discussion to explore business topics and leadership.

Guest lecturers will use various approaches, including lecture, group discussion, and possibly case studies to convey information about business leadership development and outcomes.

VI. Attendance

Students are expected to attend class and actively participate throughout the class; attendance will be taken at the beginning of each class, usually by turning in the weekly quiz. Regular and punctual attendance and active participation is required for successful completion of this course; no less will be expected of you in a real-world business situation. (Exceptions may be made; it is the responsibility of the student to communicate their need to miss class or arrive late/leave early prior to class.)

Computers and cell phones are not to be used during class.

Ten students per week are encouraged to attend lunch with the guest speaker after class. This is a way to get better acquainted with speakers and other students. To encourage discussion, lunches will include approximately ten students and additional staff members. There is no additional charge for lunch.

VII. *Wall Street Journal* and other reading Quizzes

Students are expected to read the *Wall Street Journal* on a daily basis and become familiar with features of the *WSJ* and business events reported in the *WSJ*. During the first class there will be a discussion about the *WSJ* and what types of articles students should give special attention to. Subsequent classes will include a short five-question quiz on matters covered in the *WSJ* that week. Usually the quiz will begin at the start of class, followed a by a discussion. Usually guidance will be given on specific articles, topics or sections of the *WSJ* to consider. Students will be asked to select one of a few organizations and leaders to follow during the semester. Each week the quiz will include a question asking for an update on leadership events at the organization they selected.

Because of the nature of the quiz and reading, there are no make-up quizzes, but two low scores are dropped from consideration of final grades. Extra credit options are available.

VIII. Reflection Papers

After every four guest speakers, students are to submit (via Canvas) a reflection paper that summarizes their observations and thoughts about the leadership messages offered by the speakers. The papers may include a summary of lessons learned from each speaker or from the speaker or speakers who were most impactful. Papers generally should discuss how the speakers have changed or added to the student's perceptions of business leadership.

Since the paper is based on student reflection, there is no specific outline or format the papers need to follow. The papers should be approximately two pages in length, 1 1/2-line spacing is preferred, as is 12-point Times New Roman print. Creativity is permitted. Please be sure to include your name, student identification number and the date on your paper. Papers generally will be due after every fourth speaker. Papers are expected within 8 days of the last speaker, although the dates are flexible. A "Reflection Paper" assignment will be found in Canvas for submittal, and there will be a total of three papers due during the semester.

IX. Leadership Framework

Before the final class, each student should prepare a concise summary of the leadership traits, principles, behaviors and practices that will aid them in achieving their leadership objectives. There is no particular format to follow in preparing the Framework. It may be as simple as a listing of the most important aspects of leadership that relate to the student's professional objectives or that will enhance the student's personal leadership abilities. The objective is to document the student's thoughts about how to be an effective leader or to enhance their skills. Examples will be presented during class.

X. Speaker Introductions

Each week one student will be asked to volunteer to prepare a short introduction of the subsequent week's guest speaker to be distributed to the rest of the class on Wednesday. This student will then introduce the speaker on Friday before the speaker's presentation. The volunteer preparing and presenting the introduction will be relieved of one quiz and will instead be graded on the introduction, considering the timely distribution to classmates, appropriateness of the introduction and warmth of the presentation.

XI. Grading

Attendance and Participation, including lunches	30%
Quizzes and discussion/introduction	30%
Reflection papers	30%
Leadership Framework	10%

XII. Other Matters

Reflection papers may be submitted to the instructors in advance of the due date via the Canvas system, where the instructors will access it. All papers will be read and returned with comments and grades noted.

1. Writing assignments may follow APA (American Psychological Association) guidelines. Students can familiarize themselves with APA style and guidelines by visiting the OWL (<http://owl.english.purdue.edu/owl/resource/560/01/>), Purdue Online Writing Lab, made available free of charge by Purdue University. When consulting outside sources, include in-text citations as well as a reference list/bibliography (APA format).
2. Each week up to ten students will be able to join the guest speaker at lunch provided in the Randall Conference Room (SFE 7175) located on the north end of the 7th floor of the SFEBB. Students will be invited to sign up for lunch with the speaker of their choice in advance of the scheduled lunch. It is anticipated that each student will attend at least two of the lunch hours throughout the semester. Lunch will end no later than 1:00 PM each Friday. Adjustments may be requested to balance attendance among the students and speakers
3. By **August 21** if possible and certainly before the first class on August 25, students are requested to post a short biography (via Canvas) summarizing information about themselves to share with other class members with the objective of getting to know each other and potentially adding to our networks. Additionally, the biographical information can help the instructors get to know you sooner. You might include information about your major, year in school, other degrees, hometown, family, work experience, outside interests and how to contact you. Photographs are welcome. (Please see Al Landon's bio as an example.)

On the first day of class we plan to allow each student a minute or so to introduce themselves.

Depending on student interest, we may add events to allow students the option to get acquainted socially, hearing about the leadership experiences of the instructors, considering leadership style indicators or discussing other leadership topics of interest.

Please see attachments for "Statement of Professional and Ethical Conduct", "Statement of Grading Policy" and "Statement of Use of Electronic Devices in Exams".