

**AUSTIN PEAY STATE UNIVERSITY**  
**Department of Communication and Theatre**  
Course Procedures, Expectations, and Syllabus  
Comm 5110 Leadership and Communication

**Textbooks:**

Ramey, M. (1986). The Super Supervisor: What your employees always wanted to tech you, but were afraid you'd fire them. (ISBN 0-9717459-1-9)

Kouzes, J.M. & Posner B.Z. (2003). The Leadership Challenge (3th ed.). San Francisco: Jossey-Bass (ISBN 0-7879-6833-1)

**Helpful Reference Texts:**

Hackman, M.Z. & Johnson, C.E. (2000). Leadership: A Communication Perspective (3th ed.). Prospect Heights, IL: Waveland Press. (ISBN 1-57766-069-2)

McCroskey, J.C. & Daly, J.A. (1987). Personality and interpersonal communication. Newbury Park: Sage.

Severin, W.J., & Tankard, J.W. (1992). Communication theories: Origins, methods, and uses in the mass media (3rd ed.). New York: Longman.

**Other Reference Materials:**

Other readings will be made available through internet links to articles or library resources.

**Course Structure and Approaches**

- In the course, we will be using a variety of learning methods. In the threaded discussion area, we discuss course concepts and invite students to offer their own experiences, personal and professional backgrounds, and view points. Your enthusiastic and thorough participation in the discussion board are important to your learning experience, to your grade, and to the success of of this course.
- As graduate students the skills of inquiry, logical thinking and critical analysis are essential, this course attempts to develop these skills through the examination and application of interpersonal and mass communication theories. The scientific method will be addressed through testing and retesting of theoretical models to assess validity and reliability. As communication scholars and experts, the course will identify the skills necessary for success in the profession.

- Communication will be explored as an essential ingredient to effective leadership. As such, the course is designed to explore the roles communication plays in the interactions of organizational members, organizational goals, human resource management, and financial decision making.

### Course Objectives

- This course is designed to introduce students to leadership perspectives and the role communication plays in effective leadership and management strategies. The objectives of the course are as follows:
- Acquaint the student with leadership and communication theories.
- Improve the student's ability to comprehend communication research articles and to synthesize areas of research.
- Create an awareness of the interaction between theorists in communication, sociology, and psychology who are associated with leadership research.
- Develop student awareness with and ability to examine, understand, and interpret financial statements of an organization.

### Assignments and Course Project

In addition to Discussion participation, you will have the following assignments:

#### 1. Research paper or Leadership Presentation

In this category you have an **option**, you can choose to write a research paper or prepare a presentation for that could be given to a group. The requirements for the assignments are as follows:

If you select the research paper, you will write a paper in which you thoroughly explore a communication theory. The paper could be the foundation for your thesis or research project for the your program of study. I am very open to suggestions for the final paper. For example, the paper could be: 1) a review of literature of a selected leadership and communication perspective; 2) application of a theoretical perspective to an interesting leadership question; 3) a detailed methods section of a research proposal testing a particular theoretical perspective, or 4) a complete research study. The paper should be **8-10 pages** in length.

If you select the presentation option, you will prepare a presentation complete with PowerPoint slides in which you explore a key leadership topic (Change, Conflict, Motivation, Leadership Style, Turnover, Competition, etc.). You will select the audience and briefly describe how this topic meets the expectations of the audience. The

presentation could include hands-on activities for the audience, hand-outs, discussion questions, etc. If given to an audience, the presentation should be approximately **15-20 minutes** in length. This is a new option for me, therefore, I am open to suggestions as to how this assignment should/could be implemented. You could do the presentation submit a video tape as well as your text of the presentation when the assignment is due.

## **2. Review of Scholarly Article**

One of the strengths of online learning is the opportunity for diverse individuals to share their resources and ideas. You will be asked to find 3 (approximately one every other week) articles online or offline, conduct a brief analysis of the research and its application to communication, and submit it on the Discussion Board for that week. The purpose of this assignment is to help you and your fellow learners become exposed to the breadth and depth of scholarly research. Through the sharing of the research articles with your classmates your three articles become 45+ articles; therefore, you need to be thoughtful in your selection of appropriate articles and your evaluation of the research.

See Review of Scholarly topic for a sample of this assignment.

## **3. Discussion Questions**

You should refer regularly to the Course Schedule which provides a framework for the course, so we can progress through the same units and discussions together. As you'll notice, some units last one week while others are two weeks. I will post one to three questions or exercises. Typically, for a one-week unit, I will post questions on Sunday or Monday. You'll be expected to post a thoughtful response/answer (100-200 words) to each question. In your response, you should refer to readings, your own experience, or other resources germane to the question. Additionally, you will be expected to provide a thorough response to at least one other student's answers. I do not expect or want you to respond to every learner. I want a thoughtful response to one learner. However, it is important that you read the responses of the other learners. The sharing of information in an online setting is only successful if you read and respond to other learners. (As the instructor, I can tell how often comments are read by other students.)

## **4. Posting Your Discussion Responses and Reviews of Scholarly Articles**

Please respond to assignments in a timely way. It's very easy to miss important information if you don't stay fairly close to the Course Schedule. You may post directly into the Discussion Board. I discourage attachments in the Discussion Board. If something prevents your participation, please make sure to let your instructor know. Students may post questions or requests for clarification, which may be answered by the instructor as well as by other students. As the instructor, I plan to respond to any e-mail within 24-48 hours. I can be reached at my office on Tuesdays, Wednesdays, and Thursdays between 9:30 and 11:30 a.m. (931-221-7364).

## **Communication with the Instructor**

You may be new to online learning or you may be a little uncomfortable with some of the technology. Regardless of your experience, it's very important that you ask questions if you're confused about an assignment or course expectations. You can also communicate with me via e-mail or send a fax. All e-mails must include **COMM 5110** in the subject line. In addition to electronic communication, I am available for telephone conversations. Contact information is listed in the syllabus. I suggest you send an email first so we can arrange a time. If you're encountering technical problems, you may call the APSU help desk at 931-221-help.

### **Assessing Your Performance in Leadership and Communication**

Research paper	25%
Completion of reading responses and questions posted for each unit	20%
Review of Scholarly Articles	20%
Financial Analysis	15%
Participation in Course Discussion	20%

**Your Discussion responses will be evaluated according to the following scale as follows:**

Excellent	93-100
Very Good	92-85
Good	84-77
Fair	76-69
Poor	68-below
No response	0 Points

It is imperative that you keep up with the readings and the discussion board activities. It is unfair to allow late submissions on the discussion board when other students are working to keep up. I will not be lenient in relation to the due dates on the discussion board. You must post and respond within the time allotted.

### **Research Paper/Professional Presentation Timeline**

- **Select a topic and Confer with Instructor by:**

E-mail a brief description of the topic you intend to develop. If you'd like help making a decision about your project concept, contact the instructor.

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**Submit Final Paper/Leadership Presentation:**

Submit the final paper as a MSWord attachment to an e-mail message. When I receive the e-mail and the attachment, I will respond to confirm receipt.

- **Post 1 page abstract of final paper:**

Post 1 page abstract of the final paper for other student's knowledge.

## **Assessment**

Other course assessment activities include the following:

**Course Evaluation:** You will receive a course evaluation form to complete. It will be returned to the department evaluation coordinator, not to your instructor. Evaluations are anonymous and will not be reviewed until grades have been assigned.

## **Course Schedule Comm 5110 Leadership and Communication**

### **Unit One, Leader vs. Manager**

Revise personal profile

Readings: Super Supervisory pages 1-55

Chapters 1-2 (Kouzes & Posner)

Discussion Board Questions (Due:)

Respond to other learners (Due:)

### **Unit Two, Communication, Vision and Leadership Styles**

Readings: Chapters 3-4 (Kouzes & Posner)

Super Supervisory pages 56-125

Post Review of Scholarly Article (Due:)

Discussion Board Questions (Due:)

Respond to other learners (Due:)

### **Unit Three, Risk taking, Language, and Power**

Readings:

Chapters 5-6 (Kouzes & Posner)

Discussion Board Questions (Due:)

Respond to other learners (Due:)

Prepare a 1-page memo of encouragement to subordinates  
(Due:)

### **Unit Four, Knowledge Distribution and Innovation**

Readings:

Chapters 7-10 (Kouzes & Posner)

Post Review of Scholarly Article (Due:)

Discussion Board Questions (Due:)

Respond to other learners (Due:)

Submit paper/presentation topic (Due:)

### Unit Five, Human Resource Management Skills

Readings:

Chapters 11-12 (Kouzes & Posner)

Discussion Board Questions (Due:)

Respond to other learners (Due:)

### Unit Six, Values, Ethics and Leadership

Readings:

Chapter 13 (Kouzes & Posner)

Internet Readings

Post Review of Scholarly Article (Due)

Discussion Board Questions (Due:)

Respond to other learners (Due:)

### Unit Seven, Financial Analysis and Leadership

Financial Analysis (Due:)

Presentation to Stockholders (Due:)

Respond to other the Presentation to Stockholders of other learners (Due:)

### Unit Eight, Final Papers/Presentation

Submit final project (Due:)

Post 1 page abstract of final project (Due:)