



Lincoln University

BA 370 – Communications in Leadership and Negotiations

COURSE SYLLABUS
Spring, 2018

Instructor: Prof. Richard S. Rachlin, JD
Lecture Schedule: Mondays & Wednesdays 3:30 – 6:15 PM
Credits: 3 units / 45 lecture hours
Level: Mastery 1 (M1)
Office Hours: Wednesdays 2:30-3:30 PM
e-mail: rachlin@lincolnuca.edu

Textbooks: Barrett, D.J. (2014). Leadership Communication (4th. Ed.)
McGraw-Hill. ISBN: 978-0-07-340320-5. *Make sure you have this Edition.*

Fisher, Ury & Patton (2011). Getting to Yes (3d Ed. Updated & Revised) Penguin; ISBN: 978-0-14-311875-6

Last Revision: January 14, 2018

CATALOG DESCRIPTION

This course concentrates on critical skills, particularly those needed for intelligent, face-to-face interactions, for effective tactics to achieve cooperation and gain consensus. There is emphasis on various strategies used in negotiating, for both individuals and leaders. Both written and oral assignments are involved. (3 units)

EDUCATIONAL OBJECTIVES

The course will stress leadership communication and the development of skills in negotiation. The leadership component of the course will cover both written and verbal communications, strategy, expressing visions, and introducing change. The negotiations component of the course will consider fundamentals of negotiation, conflict management, managing interdependence, defining objectives, selecting the best negotiating strategy, evaluating communication dynamics, finding and using negotiation power through ethical conduct.

By the end of the course you should be able to do the following:

- Analyze audiences and develop format messages specific to them.
- Communicate appropriately across different cultures with diverse audiences.
- Structure and write clear, correct, and confident professional correspondence and reports.
- Plan and deliver impromptu prepared individual and team presentations confidently and persuasively.
- Recognize and exemplify communication ethics.
- Work constructively in teams and evaluate peers effectively.
- Project a positive ethos and display emotional intelligence and interpersonal skills.
- Understand transformational leadership and the role of communication in organizations.

COURSE LEARNING OUTCOMES¹

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Be able to learn and appreciate what it takes to become a leader through enhanced communication skills	PLO 3	ILO 2b	Oral presentation, Problem case studies, In-class participation
2	To learn to work with others and appreciate different styles in communication with people from different cultures	PLO 5	ILO 4b, ILO 5b	Oral presentation, Problem case studies, In-class participation
3	To become aware of the need for honesty and integrity in creating a role for others to follow	PLO 6	ILO 3b	Oral presentation, Problem case studies, In-class participation

INSTRUCTIONAL METHODS:

This is a direct classroom instruction course.

Instruction will include lecture, student discussion of material studied, in class exercises, and individual assignments.

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

Individual Oral Presentations

You will make at least two five minute oral presentations. The first will be with or without the use of Power Point or slides, at your option. The second will be on a topic of your own choice. Please wear professional attire for the second oral presentation at which time Power Point or slides shall be used.

Homework

The Applications (Problem-Case Studies) at the end of each chapter in ‘Leadership Communication’ shall be typed (double-spaced), printed and turned in at the *beginning* of each class section.

GRADING POLICY

Grades will be based on the following allocation:

Final examination:	50 per cent
Class Attendance & Participation:	25 per cent
Individual Presentations:	25 per cent

Point/Grade Conversion

100-94	A	76-74	C
93-90	A-	73-70	C-
89-87	B+	69-65	D+
86-84	B	64-60	D
83-80	B-	59 or <	F
79-77	C+		

COURSE SCHEDULE:

Week	Topic
1	Overview of the course. Identifying Leadership.
2	Leadership and Communication. Communication Strategy.
3	Selecting Communication Medium
4	Leadership Documents and Reports
5	Leadership Presentations
6	Midterm Exam
7	Personality and Interpersonal Skills
8	Intercultural Communication
9	Team Leadership
10	The Role of Communication in Modern Organization
11	Internal Communication: Purpose and Methods

12	Developing an External Relations Strategy
13	Importance of Reputation. Handling Crises.
14	Project Presentation
15	Final Exam