

# Lincoln University

## COURSE SYLLABUS

Course Title: **Communications in Leadership and Negotiation**

Course Number: BA 370

Credit: 3 Units

Prerequisite(s): None

Co-requisites: None

Semester: Summer 2010 – Tu & Th 9-11:45 (Break: 10:15-10:30)

**Instructor:** Dr. Sylvia Y. Schoemaker Rippel

**Email:** [sysr@lincolnuca.edu](mailto:sysr@lincolnuca.edu)

**Course-related email for the semester:** [profsylvia@gmail.com](mailto:profsylvia@gmail.com)

**Course blog and online content to be announced in class.**

### **Instructional Materials and References**

#### REQUIRED TEXTS:

Barrett, D. J. (2008). Leadership communication. (2nd. Ed.) New York: McGraw-Hill. (ISBN: 978-0-07-340314-4)

Lewicki, R. J., et al. (2007). Essentials of negotiation (4th. Ed.). New York: McGraw-Hill. (ISBN: 978-0-07-310276-4)

#### RECOMMENDED TEXT:

Business Communication Handbook.

Fisher, R., Ury, W., Patton, B. (1991). Getting to yes: Negotiating agreement without giving in (2nd Ed.).

Anderson, K. (1993). Getting what you want: How to reach agreement and resolve conflict every time. New York: Dutton.

#### COMPANION SITES

##### **Leadership Communication Text:**

[http://highered.mcgraw-hill.com/sites/0073403148/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073403148/information_center_view0/)

##### **Negotiation Text Link:**

[http://highered.mcgraw-hill.com/sites/0073102768/information\\_center\\_view0/](http://highered.mcgraw-hill.com/sites/0073102768/information_center_view0/)

#### COURSE DESCRIPTION

##### **BA 370 - COMMUNICATIONS IN LEADERSHIP AND NEGOTIATIONS**

This course concentrates on critical communications 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. Written and oral assignments are involved. (3 units)

#### OBJECTIVES

Primary BA 370: Communications in Leadership and Negotiation objectives are to

1. Improve your ability to comprehend and produce effective written and oral business communications for leadership and negotiation purposes,
2. Evaluate business communications within appropriate contexts, and
3. Apply systematic communicative language processing strategies for critical thinking, problem solving, conflict resolution, decision making, goal setting and attainment.

### Topical Outline and Instructional Methods:

Upon successful completion of this course, the student will be able to:

1. Learn to analyze the communicator, audience, purpose, context, and strategies of business communications in functional settings.
2. Select appropriate content, style and organization for varied situations.

### FORMAT

The course sessions will include presentation, discussion, and application modes.

### STUDENT RESPONSIBILITIES

Students are expected to attend class, to participate in individual and group work in a productive manner, to complete assignments according to schedule and at a level appropriate to university rubrics, and to take personal responsibility for meeting the objectives of the course.

For each of the units on schedule below (as well as additional assignments given in class), students will do the following:

- Read assigned materials with care and understanding,
- Complete and present selected exercises relevant to the class and text materials
- Reflect on the assignments in writing, addressing primary content and points of personal interest,
- Create a personalized, three-level map for each week's assignment using the open source program Freemind (downloadable from [http://freemind.sourceforge.net/wiki/index.php/Main\\_Page](http://freemind.sourceforge.net/wiki/index.php/Main_Page))
- Email your assignments to me at [profsylvia@gmail.com](mailto:profsylvia@gmail.com)
- Blog your work for sharing and presentations.

Note: The maps for your blog need to be in graphic (.png or .jpg) format and you will need to save the native Freemind (.mm) format for submitting your work to me by email.

Assignments are due on the dates indicated in the schedule below. Additions/revisions to the schedule will be announced in class as needed. Class attendance is mandatory for content, interactions, and presentations. Researched materials must be documented using a consistent style for both in-text and end-text citations of sources using the published standards of the most recent subject-appropriate style guide, such as APA (social sciences) or MLA (humanities), for example.

### SCHEDULE

Week	#	Date	Day	Unit	Chapter
1	1	8-Jun	Tues	Introduction	L1: What is Leadership Communication? N01: Nature of Negotiation
	2	10-Jun	Thurs	Strategy	N02: Strategy and Tactics of Distributive Bargaining N03: Strategy and Tactics of Integrative Negotiation
2	3	15-Jun	Tues	Documents	L2: Creating Leadership Documents
				Language	L3: Using Language to Achieve Leadership Purpose
	4	17-Jun	Thurs	Perception	N04: Negotiation: Strategy and Planning N05: Perception, Cognition, and Communication
3					
	5	22-Jun	Tues	Presentations	L4: Developing and Delivering Leadership Presentations
					L05: Using Graphics and PowerPoint for a

					<b>Leadership Edge</b>
	<b>6</b>	<b>24-Jun</b>	<b>Thurs</b>	<b>Communication</b>	<b>N06: Communication</b>
<b>4</b>	<b>7</b>	<b>29-Jun</b>	<b>Tues</b>	<b>Review Group</b>	
	<b>8</b>	<b>1-Jul</b>	<b>Thurs</b>	<b>Midterm</b>	
<b>5</b>	<b>9</b>	<b>6-Jul</b>	<b>Tues</b>	<b>EI</b>	<b>L06: Developing EI and Cultural Literacy to Strengthen Leadership Communication</b>
				<b>Meetings</b>	<b>L07: Leading Productive Management Meetings</b>
	<b>10</b>	<b>8-Jul</b>	<b>Thurs</b>	<b>Ethics</b>	<b>N08: Ethics in Negotiation</b>
				<b>Relationships</b>	<b>N09: Relationships in Negotiation</b>
<b>6</b>	<b>11</b>	<b>13-Jul</b>	<b>Tues</b>	<b>Teams</b>	<b>L08: Building and Leading High Performance Teams</b>
				<b>Strategic Internal Communication</b>	<b>L09: Establishing Leadership through Strategic Internal Communication</b>
				<b>Teams</b>	<b>N10: Multiple Parties and Teams</b>
	<b>12</b>	<b>15-Jul</b>	<b>Thurs</b>	<b>Global Negotiation</b>	<b>N11: International and Cross-Cultural Negotiation</b>
<b>7</b>	<b>13</b>	<b>20-Jul</b>	<b>Tues</b>	<b>External Relations</b>	<b>L10: Leading through Effective External Relations</b>
				<b>Best Practices</b>	<b>N12: Best Practices in Negotiation</b>
	<b>14</b>	<b>22-Jul</b>	<b>Thurs</b>	<b>Final</b>	

#### ASSESSMENT CRITERIA & METHOD OF EVALUATING STUDENTS

Students will demonstrate their level of achievement through appropriate and accurate application of classic and contemporary principles and best practices in communication for leadership and negotiation. Students attaining the higher levels of course goals will show successful application of critical and creative communication skills in approaching and solving academic and real-world examples, individually and as group participants. The following tables quantify assignment areas and grade distribution scales.

#### Grading Guidelines

Class Participation	15%
Quizzes	10%
Projects	15%
Term Paper	30%
Presentation	10%
Final Exam	20%
Total	100%

100-95	A
94-90	A-
89-87	B+
86-84	B

83-80	B-
79-77	C+
76-74	C
73-70	C-
69-67	D+
66-64	D
63-60	D-
59 or <	F