



## **BUA 121. 150: Leadership**



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**SEMESTER:** Winter 2017

**CREDITS AVAILABLE:** 3

**FORMAT:** Online course.

**TIME FRAME:** 01/16/2017-4/16/2017.

**INSTRUCTOR:** Ron Betzig      **OFFICE:** Room 111, Jackson College's J.W. Maher (North) Campus

**CONTACT INFORMATION:** Email [betzigronalde@jccmi.edu](mailto:betzigronalde@jccmi.edu)      Phone: (517) 768-7097

**Please Note:** Email is the best way to contact me. I usually will respond within 24 hours.

Office hours will be held on Thursdays on the Maher (North Campus), but I am also available at other times; please contact me to make an appointment.

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### **REQUIRED TEXTS:**

- 1) Phillips, Donald T. *Lincoln on Leadership: Executive Strategies for Tough Times.* Warner Books, 1992. ISBN: 0446394599.

2) Collins, Jim. *Good to Great*. HarperCollins, 2001. ISBN: 0066620996.

3) Sheridan, Richard. *Joy, Inc.: How We Built a Workplace People Love*. Penguin Group, 2013. ISBN: 978-0-689-15170-3.

**Textbook Zero:** All of these texts are available in a digital format from several sources, including:

amazon.com (Kindle)

audible.com (Audiobook)

barnesandnoble.com (NOOK Book)

You can also check with the JC bookstore or your local library regarding possible digital formats.

**Of course, you are welcome to use the paper versions if you prefer.**

**Please note: We will cover the three books in the order shown above, which is also the order in which they were written.**

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**READING REFERENCES:** You will choose ONE of the books shown below and write a review during the course. If you'd like to read a book not listed below, be sure to ask Ron Betzig to approve it as a substitute. You don't have to buy the book; most of these can be found at local libraries in print and/or electronic form, or could be secured through the JC library:

Christensen, Clayton M., Allworth, James, & Dillon, Karen. *How Will You Measure Your Life?* HarperCollins, 2012. ISBN: 9780062102416.

Collins, Jim, and Hansen, Morten T. *Great by Choice*. HarperCollins, 2011. ISBN: 9780062120991.

Collins, Jim. *How the Mighty Fall, And Why Some Companies Never Give In*. HarperCollins, 2001. ISBN:9780977325419.

Frankl, Victor E. *Man's Search for Meaning*. Beacon Press, 1946, 2006. ISBN: 978-0-8070-1429-5.

Goodwin, Doris Kearns. *Team of Rivals: The Political Genius of Abraham Lincoln*. Simon & Schuster, 2005. ISBN: 978-0-684-82490-1.

Kouzes, James M. and Posner, Barry Z. *The Truth About Leadership: The No-Fads, Heart-of-the-Matter Facts You Need to Know*. Jossey-Bass, 2010. ISBN: 978-0-470-63354-0.

Krzyzewski, Mike. *Beyond Basketball: Coach K's Keywords for Success*. Warner Books, 2006. ISBN-13: 9780446580496.

Krzyzewski, Mike, and Phillips, Donald T. *Leading with the Heart: Coach K's Successful Strategies for Basketball, Business, and Life*. Warner Books, 2000. ISBN: 0446526266.

Lencioni, Patrick. *The Advantage: Why Organizational Health Trumps Everything Else in Business*. Jossey-Bass, 2012. ISBN: 9780470941522.

Lencioni, Patrick. *The Five Dysfunctions of a Team: A Leadership Fable*. Jossey-Bass, 2002. ISBN: 0787960756.

Mycoskie, Blake. *Start Something That Matters*. Spiegel & Grau, 2012. ISBN 978-0-8129-8144-5.

Maxwell, John. *Leadership Gold*. Thomas Nelson, 2008. ISBN-13: 9780785214113.

Novogratz, Jacqueline. *The Blue Sweater: Bridging the Gap Between Rich and Poor in an Interconnected World*. Rodale Press, Inc., 2010. ISBN: 9781605294766.

Welch, Jack, with Welch, Suzy. *Winning*. Harper Collins, 2005. ISBN: 0060753943.

Woodley, Matt (general editor). *Billy Graham: Leading with Love: 5 Timeless Principles for Effective Leaders*. Waterfall, Press, 2014. ISBN: 9781477823583.

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## **COURSE DESCRIPTION:**

Both knowledge and behavior contribute to effective leadership skills needed to enhance the contribution of your team. Students explore topics including shared vision and values, team building, and decision making. You will study leadership theory in ways that encourage development of your leadership skills, including effective use of power and influence, motivational tools, personality assessment, team communication, role modeling, and performance appraisals. Prerequisites: CIS 095\*, ENG 085\* and ENG 090\* (\* = or equivalent)

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## **COURSE STRUCTURE :**

A *variety of methods* will be used to enhance your understanding of leadership. Successful leaders will share their experiences by way of video. Concepts from the readings will be covered in JetNet, so it is imperative that the required reading for each week be completed on time. Online forums and assignments will allow students to analyze and express views in writing on a variety of leadership topics. This course will be highly interactive—as *with any organization, growth and synergies are most effectively achieved when all members are actively contributing*. Assignments, forums, and other assessments will be graded.

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**COURSE OBJECTIVES :** At the completion of this course, successful students will be able to:

1. Construct a working knowledge and analysis of business concepts, language and trends, especially with regard to leadership, and communicate this knowledge and analysis effectively through writing.
  2. Work effectively with others in online forums.
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## **COURSE CALENDAR (This is a first draft, subject to change):**

In general, we will follow the sequence of the three required books listed at the beginning of the syllabus; there also will be work in JetNet which is not directly related to these books:

<u>Week</u>	<u>Reading from Required Books</u>
Jan. 16-22	Introduction plus Chapters 1 & 2 of <i>Lincoln on Leadership</i>
Jan. 23-29	Chapters 3 & 4 of <i>Lincoln</i>
Jan. 30-Feb. 5	Chapters 5, 6, 7, & 8 of <i>Lincoln</i>
Feb. 6-12	Chapters 9, 10, 11 & 12 of <i>Lincoln</i>
Feb. 13-19	Chapters 13, 14 & 15 of <i>Lincoln</i>
Feb. 20-26	Chapters 1, 2, & 3 of <i>Good to Great</i>
Feb. 27 – Mar. 5	J.C.'s Mid-Winter Break
Mar. 6-12	Chapters 4, 5, & 6 of <i>Good to Great</i> . <b><u>NOTE: Book reviews due Mar. 6</u></b>
Mar. 13-19	Chapters 7, 8, & 9 of <i>Good to Great</i>
Mar. 20-26	Chapters 1-4 of <i>Joy, Inc.</i>
Mar. 27-Apr. 2	Chapters 5-8 of <i>Joy, Inc.</i>
Apr. 3-9	Chapters 9-13 of <i>Joy, Inc.</i>
Apr. 10-16	<b>EXTRA CREDIT: Chapters 14-15 of <i>Joy, Inc.</i></b>

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## **EXPECTATIONS OF THE INSTRUCTOR :**

1. Provide a lively and useful learning experience. For this to happen, I encourage you to give me honest, respectful feedback at appropriate times regarding what is working for you and what I (we) need to do differently.
2. Thoroughly prepare the course material; pose and answer relevant questions related to that material.
3. Give helpful feedback on your assignments.
4. Maintain a dialog with students in the online format, but not respond to every posting in this format.
5. Arrange video presentations from interesting and relevant leaders to provide insights into the application of leadership skills.
6. Answer additional questions you may have, either through email dialogue or meeting face to face.

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## EXPECTATIONS OF THE STUDENT :

1. Establish reliable access to a computer with internet connection. Most work will be submitted through the College's JetNet Course Management System. The library in Atkinson Hall has computers available for you at certain hours of the day. There are also internet connections available at other JC campuses as well as local libraries. Check the calendars of the relevant organizations if you plan to use these resources.
2. Submit your work on time. No late work will be accepted. Be sure to read the instructions for each piece of online work to determine the requirements and specific due dates. NOTE: In the online forums, your initial posting will be due at least two days before the forum closes in order to allow your classmates to comment on your posting.
3. Do your part in making this experience valuable for you and your classmates. How do you do that? Be prepared. Think creatively. Participate actively and treat others respectfully in the online forums.

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**EVALUATION :** Your final grade will be composed of the following elements, weighted as shown below:

Assignments 40%

Participation in Online Forums 40%

Quizzes 20%

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**GRADING:** Final grades will be assigned according to the following scale:

92 to 100% = 4.0

88 to 91% = 3.5

84 to 87% = 3.0

80 to 83% = 2.5

76 to 79% = 2.0

72 to 75% = 1.5

68 to 71% = 1.0

64 to 67% = 0.5

00 – 63% = 0.0

Please note that the above figures are thresholds; for example, a percentage of 75.9% is below the threshold of 76% and therefore receives the grade 1.5.

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**HQV GRADES FOR JC:** To comply with college policy and federal regulations, you will be assigned HQV grades at approximately one week, two weeks, and eight weeks. The grades assigned are letters with the following meanings:

- **V = VERIFY** This means that your instructor VERIFIES that you are participating in the class, submitting work and your work so far has been acceptable.
- **H = HELP** This means that you are participating, but your work shows that you may need some HELP in order to complete the class successfully. If you receive an H grade, you will be contacted by the Center for Student Success and offered tutoring services.
- **Q = QUIT** This means that you have effectively QUIT participating in the course. If you receive a Q grade, you will automatically be withdrawn from the course by your instructor.
- **Note:** Although your instructor may withdraw you for non-participation before midterm with a Q grade; only you, the student, can initiate a withdrawal after midterm. Incomplete grades will be given only in accordance with Jackson College policy.

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## **SPECIAL POLICIES**

**Academic Honesty :** In accordance with Jackson College policy, academic honesty is expected from all students; this includes the expectation that all students will produce their own work and not represent others' work as their own. A failing grade in this course is one of many possible consequences of academic dishonesty.

**Withdrawal :** If you do not wish to receive a grade for this course, you must withdraw before the date printed on the college website.

**Incompletes** will be given only in accordance with Jackson College policy. Please note that incompletes are very rare and that the determination of whether an incomplete will be given is the instructor's decision.

**Special needs:** Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Center for Student Success at (517) 787-0800 as soon as possible to ensure that such accommodations are implemented in a timely fashion.

**JC Technology:** If you have trouble with your JC login or other computer issues, please contact the JC Solution Center at 517-796-8539. When e-mailing your instructor, please include your first and last name and put the course number in the subject line. Always save your work and have a back-up plan. Please ask questions and get help early with any concerns you may have including computer problems.

**A note to transfer students:** It is in your best interest to continue your studies and complete a Bachelor's degree in your field. There are a variety of ways to do this. When considering your options, make sure to use the Michigan Transfer Equivalency website at <http://michigantransfernet.org/> . For JC advising, contact the Student Service Center at 517-787-0800.

**Note:** This syllabus is not a contract: it is a general plan for the course. Each course and each group of students is unique. We may do more or less work than is outlined above.