

**Spring 2025**

<b>Meeting days:</b> Thursday	<b>Instructor title and name:</b> Nick Wolf Director
<b>Meeting times:</b> 5:30-8pm	<b>Phone:</b> 949-294-1529
<b>Meeting location:</b> MV 316	<b>E-mail:</b> nickwolf@pointloma.edu
<b>Final Exam:</b>	<b>Office location and hours:</b> MV 3 <sup>rd</sup> floor/Zoom
<b>Additional info:</b>	<b>Additional info:</b>

**PLNU Mission**

**To Teach ~ To Shape ~ To Send**

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service is an expression of faith. Being of Wesleyan heritage, we strive to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

**Fermanian School of Business Mission**

**Character – Professionalism – Excellence – Relationships – Commitment - Innovation**

As members of a vital Christian community, we strive to provide high quality business programs that equip students to make a positive impact in their workplace and community by connecting purpose to practice.

**COURSE DESCRIPTION**

This course examines the critical role of communication for a business leader in creating a culture that adds value to an organization. The impact of perspective, perception, expectation, and purpose of a leader and followers is explored, including method, message, and outcomes to build a narrative based upon a vision.

---

**COURSE LEARNING OUTCOMES**

Upon completion of this course, students will be able to:

1. Identify current and foundational concepts of effective leadership communication (PLO 1 & 6).
2. Recognize opportunities and implement best in class leadership practices (PLO 3).
3. Discover practices that lead to greater self-awareness (PLO 6).
4. Evaluate ethical dilemmas in leadership situations (PLO 3 & 5)
5. Support decision making through effective written and verbal communication (PLO 6).
6. Deliver information to others as part of an effective team (PLO 7).

---

### REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Barrett, D. Leadership Communication: McGraw Hill LLC.

Becker, E. Wortman, J. Mastering Communications at Work, How to Lead, Manage and Influence: McGraw Hill LLC.

HBR Case “Citibank: Launching the Credit Card in Asia Pacific” (A) case.

---

### ASSESSMENT AND GRADING

<ul style="list-style-type: none"> <li>• Communication Development Plan-20%</li> <li>• Leader Profile Report 10%</li> <li>• Generation Leader Team Presentation 15%</li> <li>• Participation 10%</li> <li>• Final Team Presentation 20%</li> <li>• Chapter Presentation 10%</li> <li>• In-class cases and impromptus 10%</li> <li>• Final Presentation Assessment 5%</li> <li>• Total = 1000 points possible</li> </ul>	Grade scale:	
	A=93-100	C=73-76
	A-=92-90	C-=70-72
	B+=87-89	D+=67-69
	B=83-86	D=63-66
	B-=80-82	D-=60-62
C+=77-79	F=0-59	

---

### INCOMPLETES AND LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the beginning of the class session when they are due—including assignments posted in Canvas. Incompletes will only be assigned under extremely unusual circumstances.

---

### SPIRITUAL CARE

PLNU strives to be a place where you grow as a whole person. To this end, we provide resources for our graduate students to encounter God and grow in their Christian faith. At the Mission Valley (MV) campus we have an onsite chaplain, Rev. Gordon Wong, who is available during class break times across the week. If you have questions for, desire to meet or share a prayer request with Rev. Wong you can contact him directly at [mvchaplain@pointloma.edu](mailto:mvchaplain@pointloma.edu) or [gordonwong@pointloma.edu](mailto:gordonwong@pointloma.edu). Rev. Wong’s cell number is 808-429-1129 if you need a more immediate response.

In addition, on the MV campus there is a prayer chapel on the third floor which is open for use as a space set apart for quiet reflection and prayer.

---

### PLNU COPYRIGHT POLICY

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

#### PLNU Recording Notification®

In order to enhance the learning experience, please be advised that this course may be recorded by the professor for educational purposes, and access to these recordings will be limited to enrolled students and authorized personnel.

Note that all recordings are subject to copyright protection. Any unauthorized distribution or publication of these recordings without written approval from the University (refer to the Dean) is strictly prohibited

### **PLNU ACADEMIC HONESTY POLICY**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See the [Academic Honesty Policy](#) in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information

---

### **PLNU ACADEMIC ACCOMMODATIONS POLICY**

PLNU is committed to providing equal opportunity for participation in all its programs, services, and activities. Students with disabilities may request course-related accommodations by contacting the Educational Access Center (EAC), located in the Bond Academic Center ([EAC@pointloma.edu](mailto:EAC@pointloma.edu) or 619-849-2486). Once a student's eligibility for an accommodation has been determined, the EAC will issue an academic accommodation plan ("AP") to all faculty who teach courses in which the student is enrolled each semester.

PLNU highly recommends that students speak with their professors during the first two weeks of each semester/term about the implementation of their AP in that particular course and/or if they do not wish to utilize some or all of the elements of their AP in that course.

Students who need accommodations for a disability should contact the EAC as early as possible (i.e., ideally before the beginning of the semester) to assure appropriate accommodations can be provided. It is the student's responsibility to make the first contact with the EAC.

---

### **SEXUAL MISCONDUCT AND DISCRIMINATION**

Point Loma Nazarene University faculty are committed to helping create a safe learning environment for all students. If you (or someone you know) have experienced any form of sexual discrimination or misconduct, including sexual assault, dating or domestic violence, or stalking, know that help and support are available through the Title IX Office at [pointloma.edu/Title-IX](http://pointloma.edu/Title-IX). Please be aware that under

Title IX of the Education Amendments of 1972, it is required to disclose information about such misconduct to the Title IX Office.

If you wish to speak to a confidential employee who does not have this reporting responsibility, you can contact Counseling Services at [counselingservices@pointloma.edu](mailto:counselingservices@pointloma.edu) or find a list of campus pastors at [pointloma.edu/title-ix](http://pointloma.edu/title-ix)

---

## **COURSE MODALITY DEFINITIONS**

---

- 1. In-Person:** Course meetings are face-to-face with no more than 25% online delivery.
- 2. Online:** Coursework is completed 100% online and asynchronously.
- 3. Online Synchronous:** Coursework is completed 100% online with required weekly online class meetings.
- 4. Hybrid:** Courses that meet face-to-face with required online components.

## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

---

Regular and punctual attendance at all classes is considered essential to optimum academic achievement. If the student is absent from more than 10 percent of class meetings, the faculty member can file a written report which may result in de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. See [Academic Policies](#) in the Graduate and Professional Studies Catalog for additional detail.

## **FINAL EXAMINATION POLICY**

---

Successful completion of this class requires taking the final examination **on its scheduled day**. No requests for early examinations or alternative days will be approved.

## **COURSE SCHEDULE AND ASSIGNMENTS**

---

**Communication Development Plan:** The CDP is designed to provide students an opportunity to focus on their specific areas of needed communication improvement and to allow them to create a clear roadmap for reaching defined personal communication improvement goals. It is the key to students attaining measurable improvement in their leadership communication ability.

**Leader Profile Report:** Choose a leader to research and synthesize all of the information that you have gathered into a coherent, comprehensive, logically structured overview of this person as a model for leadership communication. This should be a well-integrated report, which contains the answers to questions in the assignment details. You will find the Pyramid useful to structure your report.

**Generational Team Presentation:** Greatest Generation, BABY BOOM/GEN "X"/ MILLENNIAL, Gen Z LEADER TEAM CASE ASSIGNMENT The purpose of these assignments is to research, analyze and present a specific BB leader (b. 1947-1964), Gen X leader (b. 1965-1980) or Millennial leader (b. 1981-1996); and to handle Q&A on that leader with the class. Students will form teams, and select a current leader with the professor.

**The Citibank Final Presentation:** Based on the “Citibank: Launching the Credit Card in Asia Pacific” (A) case. Each team will create a presentation slide deck. The presentation will be 15 – 18 minutes for five-person teams and 18 – 20 minutes for six-person teams with each person on the team presenting. The time limit will be strictly enforced. The time limit does not include a Q&A session of 8 minutes at the end of each presentation.

**Impromptu Speeches and Writing:** Each student will conduct in class at least 2 impromptu speeches and writing assignments based on topics provided by the professor.

**Partner Chapter Presentation:** Teams of 2 or 3 will present/teach the content from one of the chapters of Mastering Communication at Work. This will be a 5 minute hard stop on the given chapter which shall be randomly assigned. Any presentation or teaching method can be used. The more creative the better.

Dates	Topic	Assignment
1/16	Light Week	Complete Self Assessment and 3 Slide intro
1/23	Class Intro  Ethos in Communication	Read for class: Chapter 1 “What is Leadership Communication” (LC) & course syllabus. The self-assessment at the end of the LC introduction should have been completed before this class meeting.  <i>Impromptu presentations</i>
1/30	Communication strategy Pyramid	Read for class: Chapter 2 – “Leadership Purpose, Strategy, and Structure” (LC) & “ <a href="#">Clear Writing Means Clear Thinking.</a> ”  <b>In-class exercise on developing effective pyramids. Review the merits of each team’s completed pyramid and discuss improvements.</b>  Chapter 1 Partner Presentation  <i>Impromptu presentations</i>

2/6	Language and Style/ Correspondence And Documents	<p>Read for class: Chapter 3 – “The Language of Leaders” (LC) Read “<a href="#">What Do You Mean You Don’t Like My Style?</a>” Activity 3.5 Come to class prepared to discuss the writing assessment from pre-term.</p> <p>Chapter 2 Partner Presentation</p> <p>Chapter 5 “Leadership Documents and Reports” (LC).</p> <p><b>CDP due this week.</b></p> <p style="text-align: right;"><b><i>Impromptu Writing Exercise</i></b></p>
2/13	Oral Presentations and Graphics	<p>Read for class: Chapter 6 – “Leadership Presentations in Person and Online” (LC)</p> <p>Read for class: Chapter 7 – “Graphics with a Leadership Edge” (LC). In-class graphics exercise.</p> <p>Chapter 3 Partner Presentation</p> <p>Watch Videos on Creating Presentations and Visual Storytelling</p> <p><a href="https://www.youtube.com/watch?v=sQzD3st8mTk">https://www.youtube.com/watch?v=sQzD3st8mTk</a></p> <p><a href="https://www.youtube.com/watch?v=HnlWiVs9P5o">https://www.youtube.com/watch?v=HnlWiVs9P5o</a></p> <p style="text-align: right;"><b><i>Impromptu presentations</i></b></p>
2/20	Emotional intelligence	<p>Read for class: Chapter 8 – “Emotional Intelligence and Interpersonal Skills for Leaders” (LC). Do exercises 8.1 and EQ assessment.</p> <p>Chapter 4 Partner Presentation</p> <p>In-class exercise 8.3 on listening.</p> <p style="text-align: right;"><b><i>Impromptu presentations</i></b></p>
2/27	Culture	<p>Read for class: Chapter 9 – “Diversity and Intercultural Leadership Communication,”</p> <p>Chapter 5 Partner Presentation</p> <p>In-class exercise 9.1 on diversity.</p> <p style="text-align: right;"><b><i>Impromptu Writing Exercise</i></b></p>

<b>3/6</b>	Team Presentations	Leader Research Presentations
<b>3/10-14</b>	Spring Break	No Class
<b>3/20</b>	International Communications	Read for class: Assigned HBR International Case Study Chapter 6 Partner Presentations
<b>3/27</b>	Team management	Read for class: Chapter 10 – “High-Performing Team Leadership” (LC). In-class exercise 10.3 on managing team conflict. Chapter 7 Partner Presentation  <b><i>Plane Crash/Win All You Can</i></b>
<b>4/3</b>	Meeting management	Read for class: Chapter 11 – “Leadership and Productivity in Meetings” (LC). In-class meeting exercise 11.3 conducting a problem-solving meeting. Chapter 8 Partner Presentation  <b><i>Impromptu Presentations</i></b>
<b>4/10</b>	Organizational Communication	Read for class: Chapter 12 – “Leadership in an Organizational Context” (LC). Chapter 19 Partner Presentation  <b><i>Impromptu Presentations</i></b>  <b>Leader Profile Report Due</b>
<b>4/17</b>	Easter Break	No Class
<b>4/24</b>	Internal Communication	Read for class: Chapter 13 – “Transformational Leadership through Internal Communication” (LC) Chapter 10 Partner Presentation  <b><i>Impromptu Presentations</i></b>

<b>5/1</b>	External Relations	Read for class: Chapter 14 – “Leadership through Effective External Relations.”  In-class exercise 14.2 revisiting Spree Cruise Lines.
<b>5/8</b>	Final Presentation	Team Presentations on Citi Bank  Students not presenting will assess presenting teams and turn in assessments to faculty at end of class.