

Techniques in Management Leadership Communication Syllabus for Spring 2025

Instructor • Adam Jiwa

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Phone
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Office Location
WT Enterprise Center RM 123F

Office Hours

In person: Tuesdays and Thursdays: 8 a.m. – 10 a.m.

Zoom: 12 p.m. – 3 p.m. Friday

Course

Techniques in Management Leadership Communication

Course Description

Effective communication is a cornerstone of successful leadership in the realm of management. This course is designed to equip aspiring leaders with the essential techniques and skills required to communicate effectively, inspire teams, and navigate complex organizational landscapes. Through a combination of theoretical frameworks, practical applications, and interactive exercises, participants will develop a robust foundation in management leadership communication.

Class Type

On-Campus Course; Zoom if communicated after the previous class.

Syllabus Information

Attendance

Regular attendance is necessary for satisfactory achievement. Therefore, it is the responsibility of the student to attend class and to complete all assignments at the designated time. Excessive tardiness is a distraction for other students and me and will be addressed appropriately. It is imperative that you communicate with me when an emergency arises.

Textbooks

As WTAMU moves forward to a no purchased textbook model for undergraduate students, you will not be required to have a book. As this course is about professional leadership techniques, students will be required to bring two (2) online links that are related to management or leadership in business communication to class. One example must be a good example of positive leadership/management techniques, and the other must be an example of what can be improved in management. Please be prepared to discuss these examples with your peers once a week.

Supplies

Supplies needed for this course are also the traits of an effective leader:

- An effort to learn how to use communication in a professional setting.
- A desire to be better than the day before. No one will ever be able to take that away from you.
- A good night's rest. Your field of study is important to the future, but your physical health is always a priority.

Student Performance

By the end of this course, participants will have honed their leadership communication skills, enabling them to navigate the complexities of modern management and inspire their teams towards success.

Expected Student Behavior

ELECTRONIC DEVICES: Use of electronic devices may cause disruptions, please be respectful of others in the classroom and excuse yourself from the classroom if you need to use your phone. Excessive use will have you dismissed from class.

E-MAIL ETIQUETTE: Should you choose to communicate with me through e-mails, please use standard American English. Like all academic work, you should examine your e-mails since your credibility as a student, is reflected in the grammar, spelling, and sentence structure of the e-mail.

Grading Criteria

25% Good and Bad techniques weekly discussion

35% Final project

40% Final in-class presentation

A = 100-90, B = 89 – 80, C = 79 – 70, D = 69 – 60, F = 59 and Below

LATE WORK: Late work means "work turned in after the due date." Work turned in late will receive point deduction:

1 day late - 15%

3 days late - 30%

1 week late - 50%

Anything turned in after one week will not be graded and will receive a zero.

Calendar

January 21

Week 1:

- Syllabus
- Free digital programs & services
- What Makes a Successful Leader - Discussion

January 28

Week 2: **Mastering Communication Fundamentals**

- First Good vs Bad discussion
- Using fundamental principles of communication to enhance your ability to convey ideas effectively and understand the nuances of interpersonal interactions.
- What is the recipe for good communication in businesses?

February 4

Week 3: **Leadership Communication Styles**

- Good vs Bad discussion
- Analyze various leadership communications styles and applications in different organizational contexts.
- Develop self-awareness to adapt communication styles to specific situations and diverse audiences.

February 11

Week 4: **Strategic Communication Planning**

- Good vs Bad discussion
- Create comprehensive communication plans aligned with organizational goals and objectives.
- Explore crisis communication strategies and develop skills to handle challenging situations with poise.

February 18

Week 5: **Team Building and Motivation**

- Good vs Bad discussion
- Role of communication in fostering a positive and collaborative team culture.
- Motivational techniques to inspire and engage team members.

February 25

Week 5: **Technology in Leadership Communication**

- Good vs Bad discussion
- Role of technology in modern leadership communication, including virtual team collaboration, digital tools, and remote communication strategies.
- The impact of communication on conflict resolution and negotiation.

March 4

Week 5: **Effective Decision-Making Communication**

- Good vs Bad discussion
- Communication strategies for facilitating transparent/effective decision-making processes within organizations.
- Digital communication skills for effective leadership in the digital age.

March 8-16 • Week 6: **SPRING BREAK**

March 18

Week 7: **Ethical Leadership Communication**

- Good vs Bad discussion
- The ethical considerations in leadership communication, including honesty, transparency, and responsibility.
- Strategies for addressing ethical dilemmas in communication within an organizational context.

March 25

Week 8: **Measuring and Improving Communication Effectiveness**

- Good vs Bad discussion
- Assess and measure the impact of communication strategies on organizational outcomes.
- Develop continuous improvement strategies for enhancing leadership communication effectiveness.

April 1

Week 9

- Good vs Bad discussion
- Final Project Review
- Final Presentation Practice

April 8

Week 10

- Final Good vs Bad discussion
- Final Project Review

April 15

Week 11

- Final Project Due at 11:59 p.m.

April 22

Week 10

- Final Presentation Practice

April 29

Week 11

- Final Presentation

May 6

Week 12

- Final Presentation

Course Information

Department Expectations

Generative AI

Use of Generative AI Permitted Under Some Circumstances with Permission

There are specific situations within this course where you will use generative AI to explore how the technology can serve as a complimentary learning tool. The course faculty member will inform when, where, and how you may employ these tools, along with guidance for attribution. Any use outside the faculty defined parameters constitutes a violation of academic integrity.

Acceptable Student Interactions

Classroom behavior (including online interactions) should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (*Code of Student Life*). Unacceptable or disruptive behavior will not be tolerated. Inappropriate behavior may result in disciplinary action or referral to the University's Behavioral Intervention Team. This prohibition applies to all instructional forums, including electronic, discussion groups, etc.

Department Plagiarism Policy

The Paul and Virginia Engler College of Business takes plagiarism seriously. Plagiarism is defined as the following: the use of someone else's exact words that are neither quoted nor cited; paraphrasing someone else's words without citing them; or using someone else's research without citing it. Plagiarism may receive a penalty of a zero. A subsequent infraction will be deemed a reason for expulsion from the class.

Note: Self-plagiarism will be discussed with the class by each instructor and infractions for such are left up to the individual instructor's discretion.

Accessibility Statement

West Texas A&M University seeks to provide reasonable accommodations for all qualified persons with disabilities. This University will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student's responsibility to register with [Student Disability Services](#) (SDS) and to contact faculty members in a timely fashion to arrange for suitable accommodations. Contact Information: Student Success Center, CC 106; phone (806) 651-2335. More information may be found at <https://www.wtamu.edu/student-support/student-accessibility/accessibility-services-contact-us.html>

Accessibility of Electronic and Information Resources

If you need email content or attachments in alternate formats for accessibility, please send your contact information and the specifics of your request to accessibility@wtamu.edu.

Evacuation Statement

If you receive notice to evacuate a building while on campus, please evacuate promptly but in an orderly manner. Evacuation routes are posted in various locations indicating all exits, outside assembly area, location of fire extinguishers, fire alarm pull stations and emergency telephone numbers (651.5000 or 911). In the event an evacuation is necessary: evacuate immediately, do not use elevators; take all personal belongings with you; report to outside assembly area and wait for further information; students needing assistance in the evacuation process should bring this to the attention of the instructor at the beginning of the semester.

Harassment is NOT Acceptable

West Texas A&M University is committed to providing a learning, working and living environment that promotes personal integrity, civility, and mutual respect in an

environment free of sexual misconduct and discrimination. [Title IX](#) makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. Harassment is not acceptable. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here:

- Executive Director of Civil Rights & Title IX Nancy Hampton – 806-651-3199, Old SUB 108, or nhampton@wtamu.edu
- WTAMU Counseling Services – Classroom Center 116, or call 806.651.2340
- WTAMU Police Department – 806.651.2300, or dial 911
- [List of other on and off-campus resources](#)

Need other help?

Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live is urged to contact one of the following people for support:

- Dayna Schertler, LCSW-S, Director of Student Counseling Services: 651-2340
- Sarah Pierce, Integrated Health Coordinator in Student Medical Services: 651-3288
- The campus food pantry is housed at the Catholic Student Center. Contact: Betty Aragon, 655-4345 (This is available for anyone on Fridays from 1-5).
- Mary Hiner (SEES): 651-2050 (has access to help student with meals)