



BUSINESS ADMINISTRATION

CODE: BUA 248

TITLE: Business Leadership

DIVISION: Liberal Arts

COURSE DESCRIPTION: This course is designed for business and accounting students who have completed 30 credit hours and intend to apply to Rutgers Camden School of Business. It focuses on important leadership topics and the development of individual student leadership traits.

CREDITS: 3

REQUIRED MATERIALS (CHECK WITH BOOKSTORE ON LATEST EDITION) :

Click on the bookstore for the campus you are attending for each class.

[Pemberton Bookstore](#)

[Mount Laurel Bookstore](#)

INTENDED COURSE LEARNING OUTCOMES/COURSE GOALS/CORE COMPETENCIES/:

1. Define leadership and give examples.
2. Describe leadership qualities.
3. Compare the traits of leaders and followers.
4. Analyze issues arising in the strategic planning process.
5. Describe what ethical behavior is and the importance of an ethical climate.
6. Describe the quality imperative, the Deming way and how to improve performance through quality.
7. Recognize effective leadership.
8. Describe the team concept and effective group characteristics.
9. Identify techniques to motivate and persuade people.
10. Describe the diversity challenge, managing diversity and gender diversity.
11. Discuss how to develop effective leaders.
12. Construct performance objectives for a workplace environment.

GENERAL EDUCATION GOALS INTRODUCED/REINFORCED IN THIS COURSE:

1. b. Students will conduct investigative research which demonstrates originality, depth of thought, and mastery of an approved style of source documentation.
 - d. Students will communicate meaningfully in writing with a chosen audience while implementing critical thought.
 - e. Students will speak clearly and effectively in standard English.
 - f. Students will logically and persuasively state and support orally their points of view or findings.
6. a.
 - i. Students will demonstrate competency in office productivity tools appropriate to continuing their education.
 - ii. Students will use critical thinking skills for computer-based access, analysis, and presentation of information.
 - b.
 - i. Students will use appropriate library/learning resource tools to access information in reference publications, periodicals and bibliographies.
 - ii. Students will demonstrate the skills required to find, evaluate, and apply information to solve a problem.
8. a. Students will analyze and evaluate the strengths and weaknesses of different perspectives on an ethical issue or a situation.
 - b. Students will take a position on an ethical issue or a situation and defend it with logical arguments.

TOPICAL OUTLINE FOR THE COURSE:

1. Definition of leadership
2. Characteristics of leaders
3. Types of leaders
4. Leadership qualities
5. Vision
6. Strategic planning
7. Ethics
8. Authority
9. Empowerment
10. Servant leadership
11. Follower
12. Trust and respect
13. The team concept
14. Motivation and persuasion
15. Topics in diversity
16. Delegation
17. Becoming a coordinator and thinker
18. Managing performance
19. Setting objectives

Course Activities:

- ▶ Course activities vary from course to course and instructor to instructor. Below is a listing of some of the activities students can anticipate in this course:
- ▶ Writing assignments: students will analyze current issues in the field using current articles from the popular press as well as library research including electronic resources databases.
- ▶ Speaking assignments: students will present research individually or in groups using current technology to support the presentation (e.g., PowerPoint presentation); students will participate in discussions and debates related to the topics in the lessons. Discussions may also focus on cross-cultural and legal-ethical dilemmas as they relate to the course content.
- ▶ Simulation activities: Trends and issues will be analyzed for their ethical as well as social or legal significance. Students might role-play common situations for classmates to analyze. Current news articles may be used to generate discussion.
- ▶ Case Studies: Complex situations and scenarios will be analyzed in cooperative group settings or as homework assignments.
- ▶ Lectures: This format will include question and answer sessions to provide interactivity between students and instructor.
- ▶ Speakers: Representatives from various related fields may be invited to speak.
- ▶ Videos: Related topics will provide impetus for discussion.

Student Evaluation:

The student will be evaluated on the degree to which student learning outcomes are achieved. A variety of methods may be used such as tests, quizzes, class participation, projects, homework assignments, presentations, etc.

See individual instructor's course handouts for grading system and criteria (point value for each assessment component in course, e.g. tests, papers, presentations, attendance etc.), number of papers and examinations required in the course, and testing policy including make ups and/or retests.

GRADING STANDARD:

- A Mastery of essential elements and related concepts, plus demonstrated excellence or originality.
- B+ Mastery of essential elements and related concepts, showing higher level understanding.
- B Mastery of essential elements and related concepts.

- C+ Above average knowledge of essential elements and related concepts.
- C Acceptable knowledge of essential elements and related concepts.
- D Minimal knowledge of related concepts.
- F Unsatisfactory progress. This grade may also be assigned in cases of academic misconduct, such as cheating or plagiarism, and/or excessive absences.

For other grades, see the current BCC catalog.

COLLEGE POLICIES:

The current college catalog and student handbook are important documents for understanding your rights and responsibilities as a student in the BCC classroom. Please read your catalog and handbook as they supplement this syllabus, particularly for information regarding:

- ▶ Academic Integrity Code
- ▶ Student Conduct Code
- ▶ Student Grade Appeal Process

NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Burlington County College offers reasonable accommodations and/or services to persons with disabilities. The Special Populations Department offers comprehensive services to all students with any form of disability (with appropriate documentation) which hinders their academic success. Contact Barbara Ericson on Extension 1208 at (609) 894-9311 or (856) 222-9311 or visit the website at:

<http://www.bcc.edu/pages/182.asp>.

ADDITIONAL SUPPORT/LABS:

BCC provides confidential advising and counseling services free to all students through the Department of Academic Advisement and Transfer. For more information about advising and counseling services, visit at the Parker Center or the Mt. Laurel Center at Laurel Hall, or call extension 7337 at (609) 894-9311 or (856) 222-9311 or visit the website at:

Advising Website <http://staff.bcc.edu/advising/>

Counseling Website <http://staff.bcc.edu/counseling/>

BCC offers a free tutoring for all currently enrolled students. For more information regarding The Tutoring Center call Extension 1495 at (609) 894-9311 or (856) 222-9311 or visit the Tutoring Center Website at <http://staff.bcc.edu/tutoring/>

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