

College of Business Leadership & Professional Development Program



2011 Leadership Forum

Developing a Leadership Curriculum

Stan Eakins

A Leadership Focus

- Where it all started...
- Developing a *total professional student product*
- Unique, Inclusive, Comprehensive
 - Effective Fall 2009, all incoming business students participate in the Leadership and Professional Development Program

BUSI 1200

Strategy First

Ralph Flanary

Course Objectives

- Create Enthusiasm for Business
- Discuss / Understand “Whys”
- Understand “Linkage” between Disciplines
- Critical Topics / Concepts
- Further Develop Professionalism
- Accountability / Responsibility
- Grounding in Ethics and Diversity
- Learn Terms and Acronyms

Course Description

- Faculty
- “Text”
- Broad View – All Areas
- Reading / Research / Discussion
- Presentation
- Writing
- Portfolio Introduction
- Completion of Specific Portfolio Items

Meeting Norms

- This is Your Job
- No “Other” Materials or Electronics
- One Person Talking at a Time
- No Food in the Room
- Mutual Respect at all Times
- Hard Work, Learn a Lot, & Enjoy
- All Questions are “Good”
- Absolute Integrity / Honesty
- In General – Professionalism & Responsibility
- At all Times....LOOK Smart, ACT Smart, and SOUND Smart

BUSI 2200/2201
Leadership I
Teambuilding and
Interpersonal Skills

Abby Symonds Knight

*No man is an island, entire of itself;
every man is a piece of the continent.*

~John Donne

From the Catalogue....

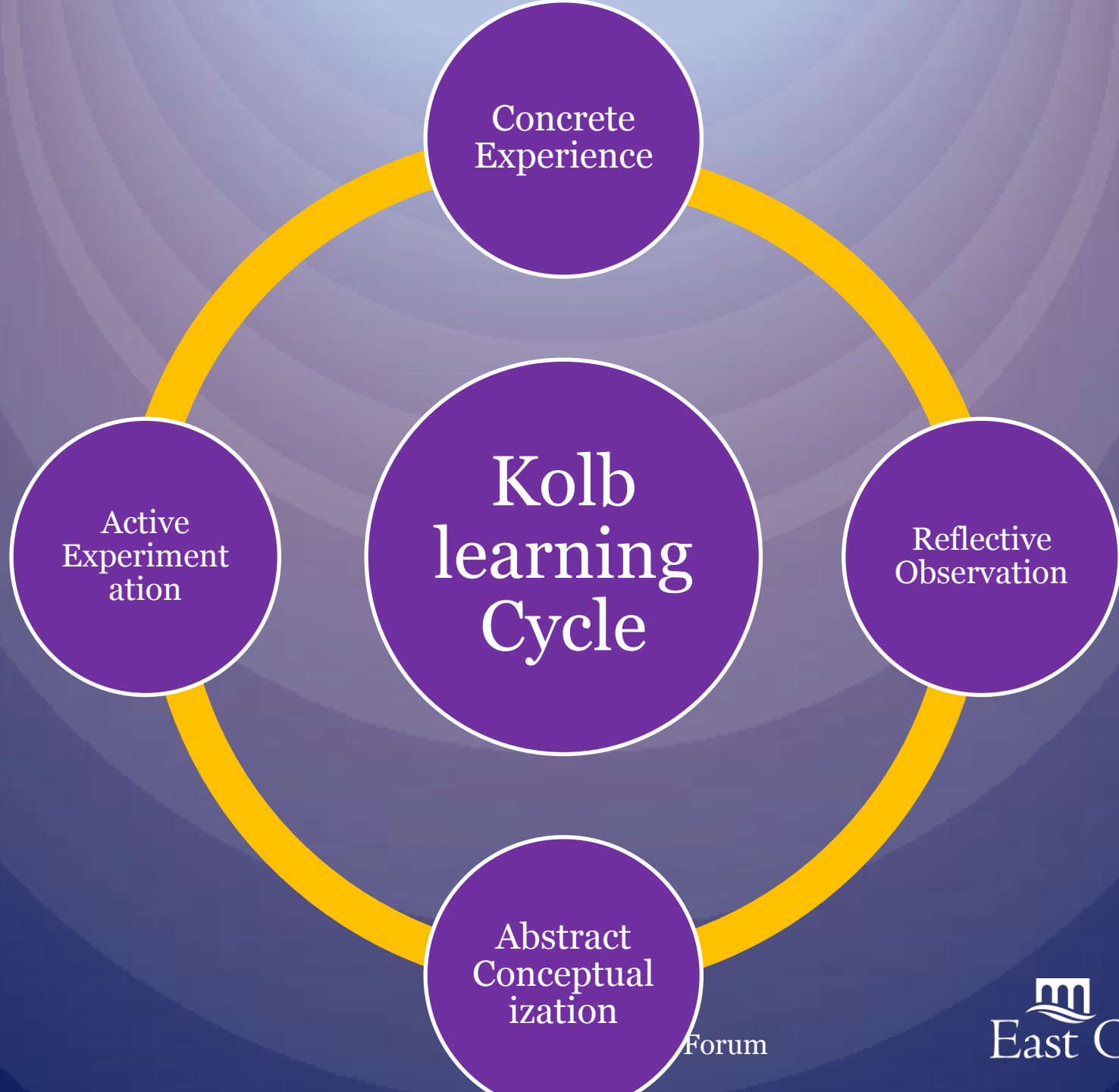
Survey and application of interpersonal and teamwork skills related to effective business leadership.

Course Objectives

- **Understand** the concept of a **shared vision** and what it takes to achieve it.
- **Effectively work** with a team in order to achieve a goal
- **Understand, develop and create** an action plan in order to achieve a SMART Goal
-

Course Objectives

- **Understand the positive and negatives of conflict**, what types of conflict can be irresolvable and apply appropriate tools in order to work through conflict.
- **Understand and apply the DECIDE model** in order to reach a solution



Concrete
Experience

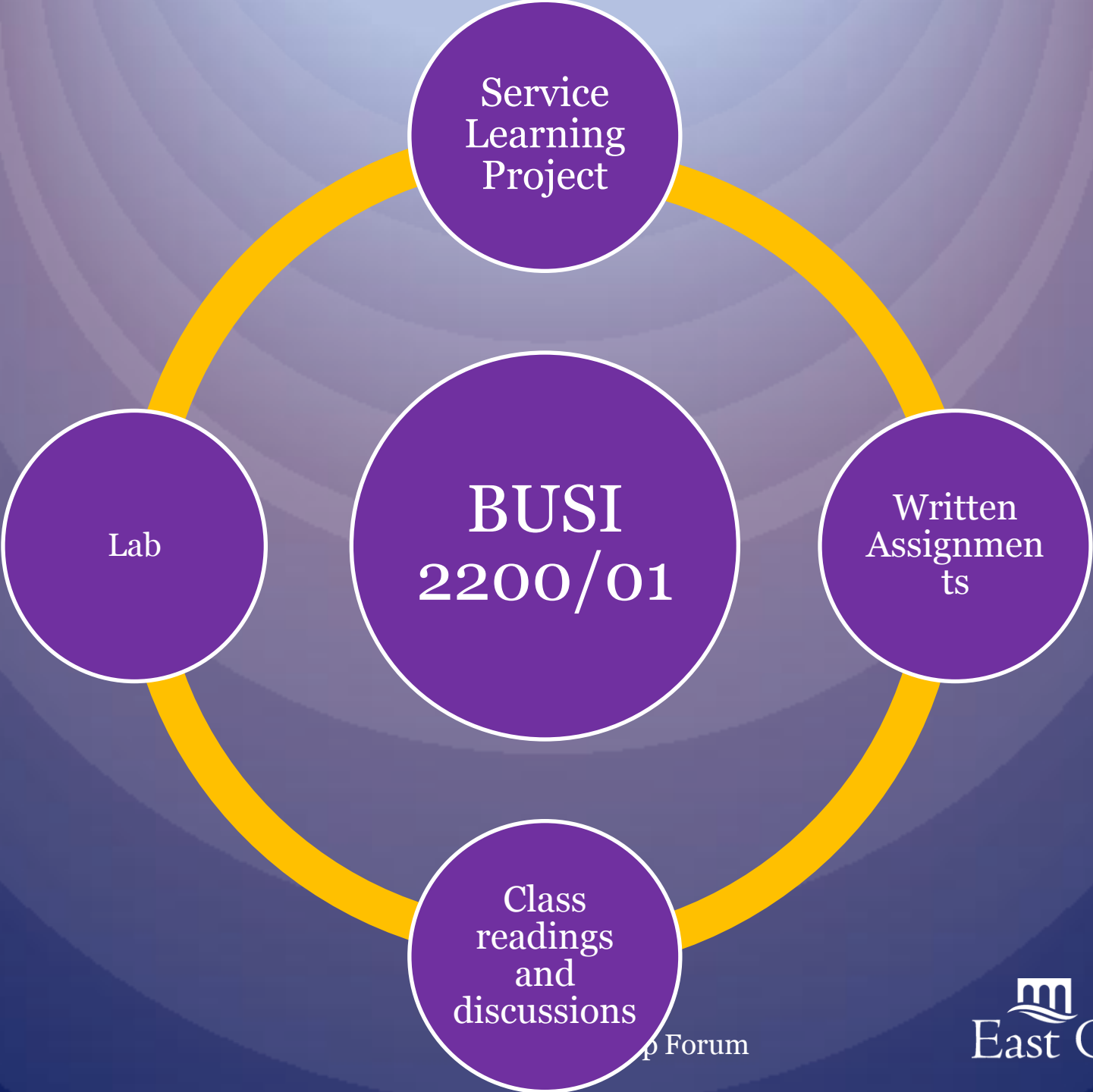
Kolb
learning
Cycle

Reflective
Observation

Abstract
Conceptual
ization

Active
Experimentation

Forum



Service Learning Project

BUSI 2200/01

Written Assignments

Class readings and discussions

Lab

Forum

Readers are Leaders

- Funded through the 2011 BB&T Leadership Enhancement Grant
- Provided three titles to students enrolled in BUSI 2200/01 during 2011-2012 school year
- Use book as text in class while developing students ability to process, filter and synthesize information

How Anyone, Anywhere,
Can Make a Positive Difference

YOU DON'T NEED
A **TITLE** TO BE A
Leader



MARK SANBORN

Author of the National Bestseller *The Fred Factor*



Harvard Business School Press

POCKET MENTOR

**RUNNING
MEETINGS**

Set Agendas • Energize People • Manage Conflict • Stay on Time



Expert Solutions to Everyday Challenges

NEW YORK TIMES BEST-SELLER

The **FIVE**
DYSFUNCTIONS
of a **TEAM**

A LEADERSHIP FABLE



PATRICK LENCIONI

AUTHOR OF *DE SILOS, POLITICS, AND TURF WARS*

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Class topics

- Personality types
- Values and Ethics
- Time Management
- Stress
- SMART goals
- Communication Plans
- Personal Accountability
- Feedback
- Diversity
- Conflict
- Decide
- Creative/group Problem Solving
- Influence

Lab topics

- Shared Vision
- Self-Awareness
- Presentation Skills
- Running Meetings
 - Values/Stress
- Goal Setting, Team Norms
- Communication
 - Diversity
 - Conflict
- Decide Model
- Problem Solving
 - Creativity
 - Influence

Service Learning Projects

- Boys and Girls Club
 - Promote National Boys and Girls Club Week
- Students will be in charge of promoting the week long event in the community.
- Center for Family Violence Prevention
 - The Center for Family Violence Prevention would like to request a Business service learning group to develop a user friendly client data base. Must be able to input data about clients as well as services provided. Should be able to also generate various reports
- .
- Literacy Volunteers of Pitt County
 - Design, Implement and teach class on Job Hunting - from searching ads (identify legitimate vs. scams) to a basic resume, to follow up after an interview. This class would last approximately 90 minutes. LC will support marketing/advertising/promotion plan of students.

Additional benefits

- Graduate Assistants aka Graduate Lab Facilitators
- Go through process of working as a team
- Lead through Example
- Pride in Ownership

BUSI 3200
Leadership II
Professional Development
Skills

Sharon Justice

Course Goals

- Practice professionalism and business etiquette.
- Explore ethics, personal values and beliefs.
- Investigate culture and diversity
- Evaluate companies for cultural fit
- Demonstrate job search competence
- Recognize every encounter portrays an image.
- Exercise appropriate workplace conduct

Learning Activities

- Career services registration
- Practice interview
- Etiquette dinner
- Company culture project
- Define your personal network
- Strengths Finder 2.0 assessment
- Ethics perspective

BUSI 4200

Leadership Capstone

Shanan Gibson

Under Development

- Effective leaders learn from their own history and the experience of others.
- This course is designed to encourage students to reflect upon their own leadership experiences, as well as those from various organizations, in order to demonstrate their knowledge of applied leadership

The Leadership and Professional Development Portfolio

Shanan G. Gibson

Reinforce Learning

- All learning requires reinforcement to be retained and applied.
- The elements in the portfolio complement the content of the leadership courses and encourage students to stretch their own personal leadership development.
 - Activities include business-related reading assignments, volunteer work, etiquette instruction, written & verbal presentations, professional writing, teamwork exercises and others

Document Accomplishments

- The portfolio evidences the many activities and accomplishments directly related to leadership training students experience during their college career.
- Provides students an advantage in a competitive job market by allowing them to display their best work for prospective employers

Other Desirable Outcomes

- Facilitate student / faculty interface via Leadership Coaching
- Students apply acquired leadership & professional skills
- Students improve interview skills, written & oral communication, and confidence
- Provide an additional method for assessing student outcomes

An Integrated Leadership Framework

Margaret Ohara

Tying It All Together

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Moving Forward

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Questions?

Comments?