COURSE NUMBER: BBM 400
COURSE TITLE: Current Topics in Business Leadership

I. RATIONALE:

Organizational leadership is the process of changing the beliefs and actions of others. This includes not only changing the beliefs and actions of employees, but also changing those of stockholders, suppliers, customers, politicians, members of the community, and society at large. Effective leadership is difficult because: 1) people tend to resist changing their beliefs and actions, and 2) other potential leaders compete to influence beliefs and actions. The effective leader must combine skills and insight to analyze external opportunities and threats as well as internal strengths and weaknesses, determine what strategy to pursue, and persuade others that this strategy is in the best interest of employees, stockholders, and society.

II. LEARNING OUTCOMES AND GOALS:

GOAL A: It will examine current leadership research and controversies, how external events impact business, and how these events are reported and interpreted. This course is conducted in a seminar format, utilizing both in-class and virtual discussions on case studies and leadership articles.

Learning Outcomes: Students will analyze, present, and discuss news articles to explore:
A-1 Opportunities and/or threats for business
A-2 Political “spin” of articles,
A-3 Extent to which a business perspective is favorably discussed,
A-4 Strategic actions which might be taken to leverage external developments, and
A-5 Ways to influence the beliefs of news readers, as well as employees, stockholders, and other stakeholders

GOAL B: Upon completion of the course:

Learning Outcomes: The student will:
B-1 Become aware of economic, legal, financial, and governmental factors affecting the individual, business, and society at large.
B-2 Acquire techniques for selecting, rating, dealing with, and using data about events and conditions that affects us as individuals and members of groups.
B-3 Become familiar with different methods of analysis, presentation, and argument for finding, absorbing, and debating topics important to the student and his/her employer.
B-4 Understand and become comfortable with selected business leadership and management techniques.
B-5 Learn concepts and tools for formulating and implementing personal and business strategies.
B-6 Become aware of the importance of events external to an organization and the effects of such events on it and its members.