Course Description
This master’s level seminar course will explore concepts, issues and methodologies of management and contemporary newsroom management through discussions, readings and guest lectures from newsroom and communication business leaders.

Class Meetings:
Monday, Period E1-E3
Weimer G030

Course Objectives:
- Students will be exposed to basic principles and current thought on leadership and management
- Students will be exposed and afforded discussion opportunities with newsroom/business leaders in the field of journalism and communications through virtual and in-person guest lectures
- Students will be able to identify what management is and what it does and describe and illustrate basic management functions
- Students will complete a self-assessment
- Students will learn to combine basic business management principles in a journalistic work environment
- Students will refine and explore skills in oral and written presentation
- Students will gain experience leading small and large group discussions, preparing students for decision making and team-leading functions

Course text and readings:

*StrengthsFinder 2.0 by Tom Rath – Gallup Press, 1 edition (February 1, 2007) (ISBN 978-1595620156) *NOTES: Must be new book to use the access code for the assessment at strengths.gallup.com
**Do not purchase until after first class session.

Harvard Business Review Course Pack – https://cb.hbsp.harvard.edu/cbmp/access/20545060 (Instructor will assist in obtaining these readings.)
## Course Schedule

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<th>Class</th>
<th>Speaker</th>
<th>Readings &amp; Assignments</th>
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<tr>
<td>8/25</td>
<td>Opening Session</td>
<td>Syllabus; course structure and schedule; assignments; opening lecture on communication and management</td>
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<tr>
<td>9/1</td>
<td>NO CLASS</td>
<td>LABOR DAY HOLIDAY</td>
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Read StrengthsFinder 2.0 and take assessment by 9/9  
Complete the personal assessment: http://www.personal.psu.edu/~j5j/IPIP/ipipeo120.htm |
| 9/222  |                       | Read: “Seven Transformations of Leadership” and “Discovering Your Authentic Leadership” in “On Leadership” |
| 9/29   |                       | Read: “Becoming the Boss” and “I’m the Boss!: Don’t Depend on Your Formal Authority” in the course pack |
| 10/6   |                       | Read: “What Makes an Effective Executive” and “Why should anyone be lead by you?” in “On Leadership” |
| 10/13  | In Washington, DC     | Read: “Necessary Art of Persuasion” in the course pack |
| 10/20  |                       | Read: “Leading Change: Why Transformation Efforts Fail” in the course pack |
| 10/27  |                       | Read: “What Great Managers Do” and “Leadership that Gets Results” in the course pack |
| 11/3   |                       | Read: “The Discipline of Teams” and “Why Teams Don’t Work” in the course pack |
| 11/10  |                       | Read: “Managing Your Boss” and “What Your Leader Expects of You” in the course pack |
| 11/17  |                       | Leadership self-assessment due |
| 11/24  |                       | Read: “One More Time: How Do You Motivate Employees” and “The Five Messages Leaders Must Manage” in the course pack |
| 12/1   | Closing Session       | Read: “Management Time: Who’s Got the Monkey” and “Moving Managers From ‘Me’ to ‘We’” in the course pack |
Guest Speakers

The schedule of guest speakers is under development. We will announce speakers as the schedule is confirmed. The speakers will be leaders in newsrooms and corporate media companies from a variety of disciplines and experiences.

Grading

Leadership self-assessment paper: 40 percent  
Readings Discussion (group presentations): 40 percent  
Class Participation: 20 percent

An A indicates superior performance; B, highly competent, above-average work; C, average; D, below average; E, unsatisfactory. Final grades are calculated following the scale of 100-90, A; 89-80, B; etc. There will not be any opportunities for extra credit.

Because grades are based largely on the experiences and your performance in class, it is critical that you are present for every class session. The class meets only 15 times during the semester, so attendance at each session is taken into account in grading. Excessive absences will result in a grade penalty. Please let the instructor know if you are going to miss a class session due to illness, so that your grade will not be affected. You do not need to show a note from a physician if you have a contagious illness, including fever, such as the flu. Hopefully that will not happen to any of us this semester!

More information on the self-assessment paper will be distributed later in the class, but it will be a substantial written assessment (about 20 pages) where you will synthesize the readings and your personal personality assessments to discuss your strengths and vulnerabilities in your newsroom and other management and leadership futures. For those students who may be in the class who are not aspiring to newsroom managerial positions, your paper may focus on management/leadership in another media or communications field.

Students are expected to lead class discussions in teams covering the readings starting on Sept. 8. Those groups will be assigned after the first class.

CAUTION: This is a graduate level course. You must not only do the work, but you must demonstrate that you can do the work acceptably within a limited time. And since a portion of your grade is class participation, it is important to demonstrate knowledge and understanding, if not analysis, of all assigned reading material during class discussions. Missed deadlines result in automatic failure of the assignment/project. Fact errors result in automatic failure of the assignment/project.

Do your own research, reporting and writing. Plagiarism—including using material from scholarly and popular press articles, texts, news releases and information gathered from the Internet without attribution—will result in serious and harsh consequences. Should that be discovered, you will fail the course and be recommended for expulsion from the University. You can find the college's official ethical standards at http://www.jou.ufl.edu/academic/jou/honesty/demic/jou/honesty/. If you have even the smallest doubt or are confused about this or anything else in the course, PLEASE ASK.
Lectures and materials in this class are the property of the University/faculty member. Lectures may not be taped without permission from the lecturer and may not be used for any commercial purpose. Students found in violation may be subject to discipline under the University's Student Conduct Code.

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." (In this course, everything you complete has an implied acceptance of the honor code. Continued enrollment in this course is implied consent to the honor code.)

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

Students requesting classroom accommodation must register with the Dean of Students Office. The Dean will provide documentation to the student who must provide documentation to the instructor when requesting accommodation.