Leadership in the 21st Century: Communicating for Success

COURSE IN BRIEF

This directed study course, offered in conjunction with a leadership program, offers a comprehensive look at the importance of cross-cultural communication.

The course is divided into three separate, but related, study phases: the preparation or Pre-Conference Phase, the Conference Phase and the Post-Conference Phase.

During the Pre-Conference Phase the student will develop an image/model [theory] of what he/she thinks cross-cultural communication means. During the Conference Phase, the student will attend an intensive leadership program where a variety of academic lectures, workshops and meetings will be conducted.

The purpose of these meetings will be to provide expert and professional information on the dynamic principles of leadership and communication to participating students. Lectures will be conducted by ranking academic professionals, diplomats, politicians, military and corporate leaders. Students will learn not only the specific principles of leadership and communication; they will practice them through situation role-playing, action planning and other interactive projects. During this phase, the student will validate the image/model or theory they formed during the Pre-Conference Phase.

After the student returns home he/she will finalize all written and/or other assignments.

*Definition of terms

When used in this syllabus the terms:
“Conference” shall mean a forum, summit or formal meeting of a number of students for the purpose of promoting better understanding of the human society and its environment.
“Cross-cultural communication” shall mean giving and receiving information, both verbal and non-verbal, between people from different cultures [not necessarily languages or countries].

TEXTBOOK [Only required for 3 Credits]

ISBN: 0-205-35864-0

NOTE: You will need to purchase this book. You can find it online at half.com or amazon.com. You can also have a bookstore order it for you if you prefer not to shop online. This textbook is required for the 3 credit option.
COURSE REQUIREMENTS

ONE (1) Credit
Note: You do not need the textbook for the one credit option.

PRE-CONFERENCE PHASE
During this period, complete the pre-conference requirements as outlined by your travel program.

CONFERENCE PHASE
1. Attend all scheduled activities.
2. Keep/maintain a comprehensive academic journal in which you summarize/discuss all workshops, lectures, events, etc. Be sure to include the name of the activity or lecture topic, the name(s) of the person(s) giving the lecture or directing the activity, his/her credentials and the important points of the lecture/activity.

POST-CONFERENCE PHASE
1. Submit either a photocopy of the journal you maintained or retype your journal in its entirety and submit it online. (See General Information below for submission options. If submitting via postal mail, please send in all assignments together after the conference is completed.)

THREE (3) Credits - requires the above and the completion of the following:

PRE-CONFERENCE PHASE
This period, which generally begins several weeks before your conference, is used to prepare the student for the Conference Phase. Required readings, writing book/reading reviews, collecting information, and formulating and writing the image paper are things that must be completed during this period. The preparation phase is designed to help build a solid base from which the student can begin to establish a point of reference for the next phase. To do this, satisfactory completion of the following is required:

1. Purchase the textbook Principles of Intercultural Communication (see ordering information above) and read chapters 6, 7, 8 and 9:

2. Based on this text, the student must become familiar with these three broad areas:
   - Components of intercultural communication process,
   - Transmitting intercultural messages,
   - Achieving intercultural communication competence.
3. Based on your readings in the textbook, develop a **glossary of twenty special terms** related to the ways in which people communicate and provide short definitions. Submit your glossary online through Blackboard. (See online submission information under General Information below.)

4. Write a **3 to 5 page image/model or theory paper**. The topic is: *As a leader, why is it important to be competent in intercultural communication?* Include topics from your textbook and glossary terms in the image paper. Address at least two specific examples from each of the areas mentioned below.

   - Components of intercultural communication process:
     - Perception and motivators
     - Values, beliefs, and attitudes
   - Transmitting intercultural messages:
     - Language and its cultural implications
     - Non-verbal communication
   - Achieving intercultural communication competence:
     - Culture shock and its stages
     - Communication competence

Submit your image paper online through Blackboard. (See online submission information under General Information below.)

**Note:** Your image paper will be validated during the Conference Phase. The pre-conference paper and the conference activities will become the basis for your final validation paper.

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**CONFERENCE PHASE**

During the preparation phase, the student has had the opportunity to do a brief background study on topics associated with cross-cultural communication. In this phase, the students’ responsibility will be to **attend and participate** in the conference lectures, workshops and other activities and to collect data through comprehensive note taking.

Your task during the Conference Phase is to observe, record, evaluate, and validate lecture/workshop information by:

1. Keeping an **extensive journal** recording activities and lecture topics, including the name(s) of the person(s) giving the lecture, his/her credentials and the important points of the lecture. The number of pages should be enough to record your pre-departure and program/travel notes and observations.

2. **Record in your journal:**
   - **Observations** - without making value judgments, include communication patterns observed.
   - **Evaluate the topics** discussed and their relevance to the communication areas studied during the Pre-Conference Phase.

3. Fill in your portion of the **University Credit Evaluation Form** and give to your leader to complete. (Note: This form must be submitted in order for credit to be awarded. The travel leader may choose to submit the form to the university directly or may have the student submit the completed form. This form should be submitted via postal mail or fax. See General Information below for contact information.)
POST-CONFERENCE PHASE

1. After returning home from the conference, write a 3-5 page summary/validation paper on the topic "The Role of Communication in Leadership," which includes:
   - A validation of your original preparation paper showing how you eliminated false conclusions and made appropriate adjustments to accurately reflect your adjusted leadership image/model or theory.
   - The conference’s strengths and weaknesses.
   - A short summary of the program’s value to you personally; be specific.

Submit your summary online through Blackboard. (See online submission information under General Information below.)

2. Submit online the Journal/Activity Form. You must complete ten of these forms. Submit your forms online through Blackboard. (See General Information below for submission options. If submitting via postal mail, please send in all assignments together after the conference is completed.)

GENERAL INFORMATION

Click here for general information on this and all Field Studies courses or go to:

http://outreach.ewu.edu/1500
# COURSE REQUIREMENT OVERVIEW

## ONE (1) CREDIT

<table>
<thead>
<tr>
<th>Work on during:</th>
<th>Required Assignments</th>
<th>1 Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference / Post-Conference</td>
<td>Academic Journal</td>
<td>✓</td>
</tr>
<tr>
<td>Give to leader during trip; Submit after travel is completed via postal mail or fax</td>
<td>University Credit Evaluation Form</td>
<td>✓</td>
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## THREE (3) CREDITS

<table>
<thead>
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<th>Work on during:</th>
<th>Required Assignments</th>
<th>3 Credits</th>
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</thead>
<tbody>
<tr>
<td>Pre-Conference</td>
<td>Image/Model Paper (3 to 5 pages)</td>
<td>✓</td>
</tr>
<tr>
<td>Pre-Conference</td>
<td>Glossary</td>
<td>✓</td>
</tr>
<tr>
<td>Conference / Post-Conference</td>
<td>Academic Journal</td>
<td>✓</td>
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<td></td>
<td>(Post Travel Form)</td>
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<td></td>
<td><strong>Must submit ten separate forms</strong></td>
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<td>(NOTE: The journal is also reviewed by Leader on University Credit Evaluation Form)</td>
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<tr>
<td>Post-Conference</td>
<td>Summary/Validation Paper (4 to 6 pages)</td>
<td>✓</td>
</tr>
<tr>
<td>Give to leader during trip; Submit after travel is completed via postal mail or fax</td>
<td>University Credit Evaluation Form</td>
<td>✓</td>
</tr>
</tbody>
</table>

*NOTE: Credit will not be granted unless the student successfully completes both the academic and travel phases of the program. Exceptions to the stated course requirements will be granted by EWU only under extenuating circumstances. Refunds will be granted according to official university policy. EWU will make the final determination on matters in question.*

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