Boston College Experience
Business & Leadership Institute
Summer 2019

Faculty
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Boston College Mission Statement
Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation's finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.
Course Description
In this course, students will be introduced to general business areas such as marketing, management, and global business through the lens of leadership. Students will be exposed to alternative theories of leadership including collaborative models. From careful consideration of these perspectives, as well as from their applicable models, participants will get a chance to develop their personal model of leadership that they can put to use in their group and team settings.
In addition to faculty led individual and group classroom activities, guest lectures will be held by practitioners/experts representing organizations for-profit, non-profit, and civic sectors. The learners will get a chance to explore different and changing business models that impact organizations of today and future. Also, these guest lectures will offer students opportunity to reflect on leadership from key ethical, legal, business and societal frameworks.

Course Objectives
Successful completion of the course will include the following:
1) Students will demonstrate an understanding of different types of businesses across multiple industries. They will begin to unravel the differences between big business models and small business models and understand their use in practice.

2) Students will demonstrate an understanding of various leadership styles and approaches. They will begin to learn the significance of leadership in business and the need for strong, principled leadership in organizations.

3) Students will be exposed to a multicultural approach to business and the significance of diversity in the workplace.

4) Students will be exposed to the ethical knowledge necessary to lead in the workplace and demonstrate an awareness of ethical and moral issues that arise in business and leadership.
**Major requirements for course:**
Students are expected to be present for both morning and afternoon class meetings. Students should come to class prepared, having done all assigned readings and homework. Assignments will be posted on the course website in Canvas.

**Course Topics**

**WEEK ONE:**
- Introduction & Leadership defined
- Leadership Style
- Leadership & Power
- Leadership Ethics

**WEEK TWO:**
- Organizational Behavior & Leading Teams
- Managing Organizational Culture (Leading across cultures)
- Leading Organizational Change
- Global Leadership

**WEEK THREE:**
- Entrepreneurship
- Crisis Communications & Communication Channels
- Marketing strategies & Digital Marketing
- Reflection on Leadership

**Canvas**
Canvas is the Learning Management System (LMS) at Boston College, designed to help faculty and students share ideas, collaborate on assignments, discuss course readings and materials, submit assignments, and much more - all online. As a Boston College
student, you should familiarize yourself with this important tool. For more information and training resources on using Canvas, click here.

Written Work

Woods College students are expected to prepare professional, polished written work. Written materials must be typed and submitted in the format required by your instructor. Strive for a thorough yet concise style. Cite literature appropriately, using MLA style per your instructor’s requirements. Develop your thoughts fully, clearly, logically and specifically. Proofread all materials to ensure the use of proper grammar, punctuation and spelling. For writing support, please contact the Connors Family Learning Center.

Attendance

Attending class is an important component of learning. Students are expected to attend all class sessions. When circumstances prevent a student from attending class, the student is responsible for contacting the instructor before the class meets. Students who miss class are still expected to complete all assignments and meet all deadlines. Makeup work may be assigned at the discretion of the instructor. If circumstances necessitate excessive absence from class, the student should consider withdrawing from the class.

Consistent with BC’s commitment to creating a learning environment that is respectful of persons of differing backgrounds, we believe that every reasonable effort should be made to allow members of the university community to observe their religious holidays without jeopardizing their academic status. Students are responsible for reviewing course syllabi as soon as possible, and for communicating with the instructor promptly regarding any possible conflicts with observed religious holidays. Students are responsible for completing all class requirements for days missed due to conflicts with religious holidays.
Accommodation and Accessibility
Boston College is committed to providing accommodations to students, faculty, staff and visitors with disabilities. Specific documentation from the appropriate office is required for students seeking accommodation in Woods College courses. Advanced notice and formal registration with the appropriate office is required to facilitate this process. There are two separate offices at BC that coordinate services for students with disabilities:
● The Connors Family Learning Center (CFLC) coordinates services for students with LD and ADHD.
● The Disabilities Services Office (DSO) coordinates services for all other disabilities.

Find out more about BC’s commitment to accessibility at [www.bc.edu/sites/accessibility](http://www.bc.edu/sites/accessibility).

Scholarship and Academic Integrity
Students in Woods College courses must produce original work and cite references appropriately. Failure to cite references is plagiarism. Academic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on exams or assignments, or submitting the same material or substantially similar material to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work. Please see the [Boston College policy on academic integrity](http://www.bc.edu/policy/academic_integrity) for more information.