Mission Statement:
Our mission is to serve as a leading center of Christian thought and action providing an excellent education from a biblical perspective and global context in pivotal professions to equip Christian leaders to change the world.

**COURSE SYLLABUS**

SCHOOL OF COMMUNICATION & THE ARTS
DEPARTMENT OF CINEMA-TELEVISION

SCA 628 MAT/MAD
LEADERSHIP ISSUES IN MEDIA
FALL 2011
COM 152 – THURSDAYS 9:00A
AND ONLINE

Dr. Norman Mintle
757.352.4203
normmin@regent.edu
Monday, Thursday afternoons 2:00 – 5:00P
COM 240

All students are required to read and have a thorough understanding of the syllabus. Any questions or concerns need to be addressed to the instructor.
COURSE DESCRIPTION

Regent University graduates Christian leaders whose professional and spiritual motivations are to change the world in which they serve. This course prepares the future media leader for success. Leadership theories are specifically applied to media industry environments in an effort to prepare students for executive and management positions upon graduation.

RATIONALE/COURSE OVERVIEW

This course will synthesize the best and most appropriate literature from the Organized Leadership schools of thought and customize the material to the media environments our graduates will enter. All School of Communication & the Arts graduate students (including) Doctoral students may take this course. There are different grading criteria for each (see below). Masters students count this course as a Critical Studies option.

The entire concept of leadership is God’s idea. Jesus Christ provided the single greatest example of what today we call ‘Servant Leadership.’ Additionally, the Bible is replete with examples of both good and bad leaders. This class provides a learning forum in which we will integrate biblical, academic (theoretical), and practical examples of how we can become better leaders within our crafts and spheres of influence.

CINEMA-TELEVISION PROGRAM OUTCOMES

- Christian World-View: Students will demonstrate the ability to integrate & apply the Christian faith & biblical principles to the study & practices of mediated communication.
- Academics: Students will demonstrate knowledge of relevant communication theories related to the study of film & television.
- Artistic Practice: Students will demonstrate proficiency and excellence in the rigorous exploration and application within their chosen artistic concentration.

LEADERSHIP ISSUES COURSE OUTCOMES

The goal of this course is that the student leaves with a clear understanding of leadership theory and how those theories apply to his/her everyday working environment within the media industries. The student will leave this course recognizing his/her own leadership style(s) and gifts.

Specific Student Learning Objectives:

- A theoretical understanding of leadership within the digital media environments
  - Assessed by successful completion of Theory Paper
- Development of a Christian worldview of leadership
  - Assessed by Personal Philosophy & Definition Papers
- Personnel management within the media world
  - Assessed by successful completion of Case Studies


COURSE MATERIALS

Required Materials:

Recommended Resources:


Journals:


COURSE REQUIREMENTS AND ASSIGNMENTS

Extensions
Unless stated by the instructor in class, all assignments are due on the date stated in the syllabus at the beginning of that class period. **Late assignments will be graded down one letter grade for each day they are late without an approved extension.** Except in cases of emergency, requests for extensions must be made to the instructor, at least 24 hours before the assignment is due. Be prepared to defend your reason why you need the extension. Remember, deadlines in the media industries are taken very seriously. This class, in preparing students to work professionally, will take the same attitude.
### Incomplete Grades

Students desiring an incomplete must submit their request to the course instructor and academic dean prior to the end of the term (typically, after at least 75% of the semester has been completed). An incomplete grade will be given in a regular course only for legitimate deficiencies due to illness, emergencies or extraordinary reasons acceptable to the professor, including equipment breakdown and shortages, and not because of neglect on the student’s part. Incompletes require the final approval of the school dean or his/her authorized representative. A regular grade will be given by the instructor if all requirements for the course are submitted by the end of the following academic term. The instructor will submit the new grade to the Registrar’s Office no later than two weeks after the beginning of the subsequent term. If all work is not submitted by the end of the term following the granting of the incomplete, a grade of FX (NP on pass/fail courses) will be posted automatically unless a Request for Extension of Incomplete has been approved and submitted to the Registrar’s Office. The FX shall be counted as an F in the computation of the GPA. Any student desiring reinstatement to the course after an FX or NP has been posted must register for the course in a subsequent term and pay the full current tuition for the course. In progress grades can only be given for independent studies, internships, practica, portfolios, theses and dissertations.

### Student Course Evaluations

Students will be given opportunity to provide the instructor, as well as the college administration with written feedback and evaluation of the course structure and its conduct. However, students should feel free to bring any concerns to the attention of the instructor at any time during the semester.

### Academic Integrity

The Regent University Graduate Catalogue contains the following statement: “A community of teachers and scholars recognizes the principles of truth and honesty as absolutely essential. The expectation at Regent University is that these principles will be rigorously followed in all academic endeavors, including the preparation of class reports and papers, giving and taking of examinations, and in protecting the validity of assigned grades. This assumes that all work will be done by the person who purports to do the work without unauthorized aids. Instructors will exercise due diligence in planning and supervising the academic program so that the principles of truth and honesty are encouraged.

### Assignments

1. **Personal definition and Philosophy of Leadership.** Written on the first day IN class, this brief paper provides a benchmark of the student’s thinking on Leadership. You will articulate a DEFINITION – what you believe Leadership is; a PHILOSOPHY – how you believe Leadership works; and a CONTEXT – locating yourself as a Leader within the particular discipline/milieu to which you feel called.

2. **Personal definition and Philosophy of Leadership (updated).** Submitted on the FINAL day of the semester, this paper provides a REFLECTION of a) your original paper on this topic from the first day of class and b) how those perspectives may have changed over the course of the semester.
3. **Course Participation.** (NOTE: Different for ON-CAMPUS vs. ONLINE students.)
   **ON-Campus students:** will complete a weekly One-Minute quiz based on readings assigned for that course session at the BEGINNING of the course time. Tardiness or absence will result in no grade for that class period. At the CONCLUSION of the class time, students will submit a “Muddiest Point” email.
   **ONLINE students:** your participation will be in a BlackBoard Discussion Forum. Each week (or fortnight), questions will be assigned based on readings and lectures. Directions will be provided in Bb.
   **BOTH on-campus and online students:** will maintain a Learning Journal throughout the semester and submit it at the conclusion of the semester.

4. **Leadership Theory Paper.** This is the major opus of the course. In this paper, the student will INTEGRATE two different Leadership theories in order to create a new theory or perspective/lens from which to view a personal leadership experience. Drawing on an example from your personal life (either as a Leader or Follower), the student will analyze that situation through the lens of the newly integrated theory. Particular attention is given to deep research efforts into the two extant theories and the analysis provided to create a third theory/model. Finally, the clear application of this new theory/model to your personal situation is paramount.

5. **Media Leader Analysis paper.** Students will select a current (living) media leader and will analyze his/her successes or failures in light of Leadership theories, models, or metrics. This paper focuses attention on how well (or poorly) a current media figure has led his/her organization and analyzes WHY that was the case.

6. **Case Studies.** Three different Case Studies are provided for the student’s consideration, analysis, and prescription. Each focuses on vital issues each Leader will deal with throughout a career and life.

7. **DOCTORAL STUDENTS ONLY - Theory Paper (20%).** This paper blends a Communication Theory with a Leadership Theory in order to offer a doctoral-level analysis of the two and how they individually and together inform a Leadership issue.
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<th>#</th>
<th>Assignment</th>
<th>MAT</th>
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<th>Ph.D.</th>
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<td>Personal Def/Philosophy</td>
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<td>2.</td>
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<td>3.</td>
<td>Course Participation</td>
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<td>4.</td>
<td>Leadership Theory paper</td>
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<td>5.</td>
<td>Leader Analysis paper</td>
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<td>6.</td>
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<td>Ph.D. only (Leadership/COM theory paper)</td>
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**NOTE**: Doctoral students’ grade percentages are calculated differently than Masters’ students’

**NOTE 2**: Attendance at any scheduled *Regent-Hollywood Connection* lecture will, when accompanied by a brief written report, count as **EXTRA CREDIT** for this course.

### Graduate Grading Scale

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<td>A-</td>
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<td>B+</td>
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Please review the following links for important information on University policies:

- Academic Calendar/Registrar Information
- Bookstore
- Honor/Plagiarism Policy
- Regent Library
- Student Services (includes links to student handbook, disability services, University calendar, University Writing Center, etc.)
- Technical Support – University Helpdesk
- Student Course Evaluations - University policy requires that all students submit a formal student evaluation of teaching form at the end of the academic term. This mandatory requirement must be completed before students will be able to access their final course grade.
- Disability Statement – the student is responsible for contacting the assistant director of Student Services at 757.352.4486 to request accommodations, provide necessary documentation, and make arrangement with each instructor. The following website is designed to help our disabled students learn of their rights and responsibilities with regard to disability services. The site also has resources for faculty to become better informed of their responsibilities toward the disable students in their classes.
  www.regent.edu/admin/stusrv/student_life/disabilities.cfm

At times, due to unforeseen circumstances, course content may be subject to change. Please check with your professor to insure you have the most recently updated Syllabus for this course.

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