Novak Leadership Institute (LEAD)

LEAD 1060: Chancellor's Leadership Class
(same as JOURN 1060). The 1-credit-hour course offers practical and proven strategies to help you become a more effective communicator, develop your people skills, enhance your self-confidence, and gain strategies for leading yourself and others. Graded on A-F basis only.

Credit Hour: 1

LEAD 4242W: Strategic Communication Leadership - Writing Intensive
(same as JOURN 4242W; cross-leveled with JOURN 7242, LEAD 7242). In this course, students learn practical strategies for effectively leading self and others in the pursuit of big goals. Building upon David Novak's proven Taking People with You leadership framework, students discover how principles of strategic communication can translate into effective leadership. Students apply course concepts through hands-on projects, exercises, and discussions and complete assignments that assist in career planning and preparedness. Each student also participates in a leadership development team in which they share ideas, receive feedback, and work toward a personal Big Goal. For a final project, students research and present a 5-7 minute TED-style talk on a leadership topic of interest. Graded on A-F basis only.

Credit Hours: 3
Prerequisites: ENGLSH 1000 and 60 credit hours needed

LEAD 4244W: Creating Cultures Through Effective Strategic Communication and Leadership - Writing Intensive
(same as JOURN 4244W; cross-leveled with JOURN 7244, LEAD 7244). The course focuses on the role culture and communication play in organizational success, management, and leadership. Rooted in principles of ethical persuasion and strategic communication, it helps students develop individual skills and abilities and the mindset of helping others achieve their goals. The course is distinctly different from traditional organizational studies because of its focus on communication and marketing principles. It offers hands-on learning through the case method. Based on experience and writings of CEO and world-renowned leader David Novak (Strategic Communication alumnus 1974). Graded on A-F basis only.

Credit Hours: 3
Prerequisites: ENGLSH 1000 and 60 credit hours

LEAD 7242: Strategic Communication Leadership
(same as JOURN 7242; cross-leveled with LEAD 4242W, JOURN 4242W).In this course, students learn practical strategies for effectively leading self and others in the pursuit of big goals. Building upon David Novak's proven Taking People with You leadership framework, students discover how principles of strategic communication can translate into effective leadership. Students apply course concepts through hands-on projects, exercises, and discussions and complete assignments that assist in career planning and preparedness. Each student also participates in a leadership development team in which they share ideas, receive feedback, and work toward a personal Big Goal. For a final project, students research and present a 5-7-minute TED-style talk on a leadership topic of interest. Graded on A-F basis only.

Credit Hours: 3

LEAD 7244: Creating Cultures Through Effective Strategic Communication and Leadership
(same as JOURN 7244; cross-leveled with JOURN 4244W, LEAD 4244W). The course focuses on the role culture and communication play in organizational success, management, and leadership. Rooted in principles of ethical persuasion and strategic communication, it helps students develop individual skills and abilities and the mindset of helping others achieve their goals. The course is distinctly different from traditional organizational studies because of its focus on communication and marketing principles. It offers hands on learning through the case method. Based on the experience and writings of CEO and world-renowned leader David Novak (Strategic Communication alumnus 1974). Graded on A-F basis only.

Credit Hours: 3

LEAD 7246: Taking People With You: Entrepreneurial Leadership and Innovation
(same as JOURN 7246; cross-leveled with JOURN 4246). In this course, students explore the current landscape of entrepreneurship and practice a human-centered approach to solving problems. Students gain valuable leadership skills and develop the knowledge and mindset needed to pursue their own entrepreneurial ventures or to become innovators within existing organizations. The course introduces students to insight-driven approaches to innovation including David Novak's Taking People with You philosophy of leadership and design thinking, and offers ample opportunities to put these methods into practice. To simulate the entrepreneurial process, students identify an unmet need or market opportunity and develop an innovative product or service to solve a real-world problem. "Startup teams" of four students engage in research, ideation, rapid prototyping, and iterative design to develop insights and a solution to meet the needs of real customers. Teams also conduct a market analysis and develop a business model and go-to-market strategy for launching their start-up and enlisting key partners to support their venture. The course culminates in a pitch competition in which teams present their ideas and strategies to a panel of industry experts. In the process, students gain valuable leadership skills, develop an entrepreneurial mindset, and learn how to work with diverse teams and audiences to collaborate and solve problems. Graded on A-F basis only.

Credit Hours: 3