Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should <u>not</u> be used to purchase course materials.

COURSE SYLLABUS

STCO 550
BEST PRACTICES: TRANSFORMING THE DIGITAL ORGANIZATION

COURSE DESCRIPTION

Lead digitally-driven organizations to extraordinary growth in for-profit & non-profit sectors.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. ADDITIONAL MATERIALS FOR LEARNING

A.   Computer with basic audio/video output equipment

B.   Internet access (broadband recommended)

C.   Blackboard recommended browsers

D.   Microsoft Word
      (Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

A.   Formulate and apply a working knowledge of the practices and principles for leading and mentoring an organization to market primacy in a digital environment.

B.   Understand the dynamics of effective approaches to leadership in the digital era.

C.   Understand the competitive advantages of a Christian Worldview in the transactional marketplace.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

A.   Textbook readings and lecture presentations

B.   Course Requirements Checklist

      After reading the Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C.   Video Introduction

D.   Discussion Board Forums (3)

The student is required to provide a thread of at least 400 words in response to a provided prompt for each forum. The student must also reply to at least 2 other classmates' threads, and each reply must be at least 200 words.

E.   Application Paper Outline

The outline must sketch the introduction, main points, and conclusion using complete but succinct sentences. The outline may be bullet point, alphanumeric, or whatever format with which you are most comfortable; however, each section should be sketched with at least 3 sentences.

The reference page page must include at least 5 references, in addition to the course textbook and the Bible (these references will be the foundation of the more extensive references required for the completed Paper). The outline and reference/works cited page must be in current APA format.

F.   Literature Review

The student will write a 5–7-page paper on a topic or issue of interest to him/her from the textbook readings, and which will then serve as the topic for his or her Research Paper. The Literature Review will include a bibliography that cites at least 15 resources, formatted according to current APA style.

G.   Application Paper

The student will write a Research Paper on a topic or issue of interest to him/her from the textbook readings. The Application Paper Outline will be complete in Module/Week 2, and will be the basis for the structure of the paper. The Literature Review completed in Module/Week 5, in shortened form, will serve as the foundation of the Application Paper. The student will use the topic he or she chose for the Literature Review to write the Research Paper. The Application Paper will be 6–8 full pages, accompanied by a list of references (works cited) in current APA format.

H.   Exams (2)

Each exam will cover the Reading & Study material completed in the modules/weeks covered prior to the exam. Each exam will consist of 100 multiple choice questions. The exam will be open-book/open-notes and will have a time limit of 2 hours and 45 minutes.

VI.   COURSE GRADING AND POLICIES

    A.   Points

Course Requirements Checklist	10
Video Introduction	20
Discussion Board Forums (3 at 20 pts ea)	60
Weekly Homework (8 at 30 pts ea)	240
Weekly Quizzes (8)	240
Application Paper Outline	25
Literature Review	75
Application Paper	155
Exams (2 at 100 pts ea)	200
Total	1010

    B.   Scale

A = 940–1010   A- = 920–939   B+ = 900–919   B = 860–899   B- = 840–859

C+ = 820–839   C = 780–819   C- = 760–779   D+ = 740–759   D = 700–739

D- = 680–699   F = 0–679

Late Assignment Policy

Course Assignments, including discussion boards, exams, and other graded assignments, should be submitted on time.

If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

    1.   Late assignments submitted within one week after the due date will receive a 10% deduction.

    2.   Assignments submitted more than one week and less than 2 weeks late will receive a 20% deduction.

    3.   Assignments submitted two weeks late or after the final date of the course will not be accepted.

    4.   Group projects, including group discussion board threads and/or replies, and assignments will not be accepted after the due date.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

    C.   Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

COMS 550

Textbooks: DuBrin, A. J. (2018). *Leadership: Research Findings, Practice, and Skills* (9 ed.). Cengage.

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	DuBrin chapters 1-2 2 Content Interactives 4 Class Exercises 1 Impact Video	Course Requirements Checklist Class Video Introductions Week One Homework (ch.1-2) Week One Quiz (ch.1-2)	10 20 30 30
2	DuBrin chapters 3-5 1 Content Interactive 4 Class Exercises 1 presentation 1 Impact Video	Week 2 Homework (ch.3-5) Week 2 Quiz (ch. 3-5) Application Paper Outline	30 45 25
3	DuBrin chapters 7-8 1 Content Interactive 2 Class Exercises 1 presentation 1 Impact Video	DB Forum 1 Week 3 Homework (ch 7, 8) Week 3 Quiz (ch 7, 8)	20 30 30
4	DuBrin chapters 9-10 1 Content Interactives 3 Class Exercises 1 presentation 1 Impact Video	Week 4 Homework (ch. 9-10) Week 4 Quiz (ch. 9-10) Exam 1 (chs. 1-5,7-10)	30 30 100
5	DuBrin chapters 11-12 2 Content Interactives 3 Class Exercises 1 presentation	DB Forum 2 Week 5 Homework (ch. 11-12) Week 5 Quiz (ch. 11-12) Literature Review	30 20 30 75
6	DuBrin chapters 13, 15 2 Content Interactives 3 Class Exercises	Week 6 Homework (ch. 13, 15) Week 6 Quiz (ch. 13, 15)	30 30
7	DuBrin chapter 14 1 Class Exercise	DB Forum 3 Week 7 Homework (ch. 14) Week 7 Quiz (ch. 14) Application Paper	20 30 15 155
8	DuBrin chapters 6 1 Content Interactives 1 Class Exercise 1 presentation	Week 8 Homework (ch. 6) Week 8 Quiz (ch. 6) Exam 2 (chs. 6, 11-15)	30 15 100
		TOTAL	**1010**

DB = Discussion Board

NOTE: Each course week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.