

IBH 4AA3

Leadership: fostering effective communication through visual literacy Fall 2021 Course Outline

Integrated Business and Humanities DeGroote School of Business McMaster University

COURSE OBJECTIVE

This fourth year course will build on and expand IBH students' previously acquired knowledge by providing them with acute awareness of the impact of the multi-faceted visual environment they will work in, and with the necessary skills of visual literacy to 'read', evaluate, manage and produce visual messages adequately in different socio-cultural settings. The importance of creativity that is at play in visual communication will be explored, and students will learn to express observations about visual phenomena in words, practicing different writing styles (point format, reporting style, essay style) and oral presentation in a small group setting which will foster teamwork.

INSTRUCTOR AND CONTACT INFORMATION

CO1: 3 x 50 minutes

Dr. Sabine Noack-Haley

Instructor

noacks@mcmaster.ca

Office: DSB 241

Office Hours: via Zoom: by appointment

Tel: (905) 527 04 36

Class Location: DSB AB 102 & Zoom

TO1: 1 x 50 minutes

tbd

Student TA

.....@mcmaster.ca

tbd

Office Hours: tbd

Tel:

Class Location: DSB AB 102 & Zoom

Course website: on Avenue to Learn (A2L)

COURSE ELEMENTS

Credit Value:	3	Leadership:	Yes	IT skills:	No	Global view:	Yes
A2L:	Yes	Ethics:	No	Numeracy:	No	Written skills:	Yes
Participation:	Yes	Innovation:	Yes	Group work:	Yes	Oral skills:	Yes
Evidence-based:	Yes	Experiential:	Yes	Final Exam:	No	Guest speaker(s):	No

COURSE DESCRIPTION

Students will acquire visual literacy by analyzing and interpreting images of historical and contemporary art and of works of architecture and their different contexts by studying 10 themes: 1. Visual perception and perceptual processes in the interaction between individuals; 2. Visual perception of the physical environment / material context; 3. Significance of 'diplomatic' gifts; 4. Commission, sponsorship, and fundraising in great architectural projects; 5. Urbanism; 6. Relationship between architecture, nature, and landscape paintings on a wall; 7. Art as commodity; 8. Branding with 'icons'; 9. Leadership and group behaviour depicted & Group behaviour in cultural context; 10. Creativity. These 10 themes are organized in three sections that target the further development of leadership skills and qualities such as Self-Awareness & Self-Management (=Core SEL Competencies 1 & 2), Management Skills, and Social-Awareness & Social-Management (Core SEL Competencies 3-5):

Section 1: Self-Awareness & Self-Management

- in the visual presentation of self
- in the material representation of company/institution
- in the interaction with others

(In accordance with program objective 2: *'global citizens - emotionally and culturally intelligent'*)

Section 2: Understanding, from a management perspective

- the parameters of private and public projects
- urbanism and the protection of nature
- the role of art and architecture in shaping community life

(In accordance with program objectives 1 and 3: *'collaborative, mindful, passionate leaders of sustainable organizations'* and *'leaders with cutting-edge expertise and knowledge, independent thinkers, continuous learners'*)

Section 3: Social-Awareness & Social-Management

- Leadership and group behaviour
- Group behaviour in cultural context
- Importance and practice of creativity for critical and innovative thinking

(In accordance with program objectives 4 and 5: *'leadership behavior with empathy and sensitivity to societal value'* and *'critical thinking, collaborative problem solving, focus on the global marketplace'*)

The experiential component of the course is embedded in the theme of creativity: students will be tasked to explore their own creativity and produce a work of 'art' (subject will be specified by the instructor. None or minimal material costs, depending on each individual student's choice).

Emphasis will be placed on writing skills via writing assignments; tutorials will provide guidance for writing.

LEARNING OUTCOMES

Upon successful completion of this course, students will be equipped with a number of skills and qualities for their future leadership roles:

- Visual literacy
- The effective management of self-representation
- Awareness and sensitivity for social context
- Knowledge of (some) conditions and possibilities of private and public ventures
- Ethical-moral and practical aspects of the dynamic relationship between urbanism and nature
- The impact of man-made environments on community life
- Important qualities of leadership as they are mirrored in group response
- Differences in leadership qualities as they are demanded by different cultural contexts
- Cultivating creativity and leaving room for creativity as premises for positive progress

COURSE MATERIALS AND READINGS

- List of all required materials e.g. textbooks, materials (calculators -use McMaster standard calculator), etc.

- any additional expenses which may be required (e.g., digital learning resources, trips)

Required:

Required readings will be posted on lecture slides and/or A2L and will be electronic without cost.

Optional:

Additional, optional readings may be suggested in lectures.

For the creation of a work of 'art', students will have a choice of media and may decide, but will not be obligated, to use materials such as paper and paint at their own expense.

For those students who wish to purchase a foundational book about visual literacy, the following is recommended:

Sturken, Marita, and Lisa Cartwright, *Practices of Looking. An Introduction to Visual Culture*. New York: Oxford University Press, third edition, 2018.

COURSE OVERVIEW AND ASSESSMENT

Section 1 (weeks 1-3): Micro stage:

The Leadership Journey continues: Self-Awareness & Self-Management

Visual presentation of self and of company/institution

Week 1: Visual perception and perceptual processes in the interaction between individuals

Week 2: Visual perception of the physical environment / material context

Week 3: Significance of 'diplomatic' gifts – first written homework due

Section 2 (weeks 4-9): Mezzo stage

(connecting to themes of Year 3: Management Skills Development):

The larger picture from an ethical perspective: Parameters of private and public projects, urbanism and the protection of nature, and the role of art and architecture in shaping community life

Week 4: Commission, sponsorship, and fundraising in great architectural projects

Week 5: Urbanism – second written homework due

Week 6: Reading Week

Week 7: Relationship between architecture, nature, and landscape paintings on a wall

Week 8: Art as commodity

Week 9: Branding with 'icons' – third written homework due

Section 3 (weeks 10-13): Macro stage:

The Leadership Journey comes to fruition: Social-Awareness & Social-Management

Week 10: Leadership and group behaviour depicted & Group behaviour in cultural context

Week 11: What is creativity?

Week 12: Being creative in art & in the office

Week 13: Summaries: oral presentations by students

Week 14: Summaries: oral presentations by students and prof's summary and outlook

– final essay due

Evaluation scheme (% towards final mark):

Oral participation in lectures and tutorials. **20%**

On Sept. 23, no later than 14:00, students will submit electronically to the instructor their first written homework *in point format*: they will have chosen one historical and one contemporary example (of architecture or interior design) via independent research in published materials; they will analyze visual clues ('iconography') that inform the viewer of intentions in 'built representation' and of the unintentional messages conveyed by the state of preservation and maintenance of constructed environment. **10%**

On Oct. 7, no later than 14:00, students will submit electronically to the instructor their second written homework *in reporting style*: they will have chosen an example - researched on the Internet - of

'crowd funding', and will write a technical-analytical report on its organization and its success as community action. **10%**

On Nov. 4, no later than 14:00, students will submit electronically to the instructor their third written homework in *essay style* about "Using art for commercial purposes", based on the studies of Weeks 7 & 8, and discussing as well as ethical aspects. **20%**

On Dec. 9, no later than 14:00, students will submit electronically to the instructor their final essay in *essay style* about leadership, about accessing one's own creativity, and about facilitating room for others' creativity (e.g. in team work). This will be a paper that takes the whole course into account, as well as team work experiences in the preparation of the final oral group presentation. **25%**

Final oral presentation in a small group on one of the 10 themes of the course: **15 %**

This course has no final exam.

Grading system, policy on missed work, extensions, and late penalties

The writing assignments will receive a letter grade based on the grading scale shown below. Grading criteria for writing assignments will include factual accuracy, clarity of organization, appropriate use of examples and references to bibliography that was consulted and/or quoted, and style of presentation (including grammar, punctuation and spelling). Late submissions of a writing assignment will be penalized 3% per calendar day late, including weekends (e.g. a B+ paper, one day late becomes a B). Late penalties will not be waived unless your Faculty/Program Office advises the instructor that you have submitted to that office the appropriate documentation to support your inability to submit the work by the due date.

The oral group presentation will be graded individually, receiving a letter grade based on the grading scale shown below. Grading criteria for writing assignments will include factual accuracy, clarity of organization, appropriate use of examples and references to bibliography that was consulted and/or quoted, and style of presentation (including grammar, punctuation, and spelling). The oral presentation cannot be postponed. If, as a group member, you should be unable to present on Dec. 9 and your Faculty/Program Office advises the instructor that you have submitted to that office the appropriate documentation to support your inability to present on that date, an alternate date will be found for an individual presentation to the instructor.

Grading Scale:

A+ 90-100	B+ 77-79	C+ 67-69	D+ 57-59
A 85-89	B 73-76	C 63-66	D 53-56
A- 80-84	B- 70-72	C- 60-62	D- 50-52
		F	0-49

-- **Attendance** at lectures is mandatory. The instructor reserves the right to modify elements of the course and will notify students accordingly (posting any changes to the course syllabus on 'Avenue to Learn').

COURSE DELIVERABLES

Writing Assignment #1 – In point format: analysis of iconography of given works of art

This assignment is worth **10%** of your final grade and will be marked individually.

Writing Assignment #2 – In reporting style: community impact on urbanism through an example of ‘crowd funding’

This assignment is worth **10%** of your final grade and will be marked individually.

Writing Assignment #3 – In essay style: Essay on ‘using art for commercial purposes’

This assignment is worth **20%** of your final grade and will be marked individually.

Writing Assignment #4 – In essay style: Essay about leadership, about accessing one’s own creativity, and about facilitating room for others’ creativity (e.g. in teamwork). This will be a paper that takes the whole course into account, as well as teamwork experiences in the preparation of the final oral group presentation.

This assignment is worth **25%** of your final grade and will be marked individually.

Oral presentation - Final oral presentation in a small group on one of the 10 ‘themes’ of the course.

The presentation is worth **15%** of your final grade and will be marked individually.

COMMUNICATION AND FEEDBACK

Students who wish to correspond with instructors or TAs directly via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants. All students must receive feedback regarding their progress prior to the final date by which a student may cancel the course without failure by default.

- *For Level 1 and Level 2 courses, this feedback must equal a minimum of 20% of the final grade.*
- *For Level 3 courses and above, this feedback must equal a minimum of 10% of the final grade.*

Instructors may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar “Requests for Relief for Missed Academic Term Work” and the link below;

<http://ug.degroote.mcmaster.ca/forms-and-resources/missed-course-work-policy/>

ACADEMIC INTEGRITY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. **It is your responsibility to understand what constitutes academic dishonesty.**

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
 - improper collaboration in group work.
 - copying or using unauthorized aids in tests and examinations.
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AUTHENTICITY/PLAGIARISM DETECTION

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. A2L, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software.

All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). For more details about McMaster’s use of Turnitin.com please go to www.mcmaster.ca/academicintegrity.

COURSES WITH AN ON-LINE ELEMENT

Some courses may use on-line elements (e.g. e-mail, Avenue to Learn (A2L), LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course.

The available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

CONDUCT EXPECTATIONS

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the [Code of Student Rights & Responsibilities](#) (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, **whether in person or online**.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES

Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or sas@mcmaster.ca to make arrangements with a Program Coordinator. For further information, consult McMaster University’s [Academic Accommodation of Students with Disabilities](#) policy.

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the [RISO](#) policy. Students should submit their request to their Faculty Office **normally within 10 working days** of the beginning of term in which they anticipate a

need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

COPYRIGHT AND RECORDING

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, **including lectures** by University instructors.

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

EXTREME CIRCUMSTANCES

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, A2L and/or McMaster email. It is the responsibility of the student to check their McMaster e-mail and course websites weekly during the term and to note any changes.

ACKNOWLEDGEMENT OF COURSE POLICIES

Your enrolment in IBH 4AA3 will be considered to be an implicit acknowledgement of the course policies outlined above, or of any other that may be announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course for failure to meet them. It is your responsibility to ask for clarification on any policies that you do not understand.

