

***Management 100: Leadership and Communication in Groups***  
***The Wharton School, University of Pennsylvania***  
***Professors Barone, Boyer, DiNunzio, Greenhalgh, and Newberry***  
***Fall 2014***

*“Leadership is at its best when the vision is strategic, the voice persuasive, the results tangible”*  
*Michael Useem, The Leadership Moment*

**Course Description**

**Objective:** Through the process of action, reflection, experimentation, and application, MGMT 100 aims to develop your leadership, teamwork, and communication skills. The course provides many occasions to strengthen your ability to exercise leadership through service, to speak and write persuasively, and to work collaboratively with a diverse group of individuals. Through the course of the term, you will have a heightened sense of your individual strengths and opportunities for growth.

**Method:** 11 sections of approximately 60 students are scheduled each year (nine in the fall; two in the spring). Attached to each section are six recitations. Your recitation determines your project team. Whether you are in lecture participating in role plays or simulations, in recitation doing impromptu speeches, or out in the field working on your project, Management 100 is highly interactive and participative. The hallmark of the course is experiential learning.

In short, Management 100 is “upside down, backwards, and high touch.” The course is upside down because the project team experience is the primary text of the class, supported by readings and classroom activities and discussion. The course is backwards because you “take the test first and then study”—in other words, you go out into the community, meet with your clients, work on your projects, and then return to the classroom and reflect on what happened and on what you would do the same or differently. The course is high touch because you roll up your sleeves and complete a task, but you must also build strong relationships with each other and your client.

**Projects:** Over the course of the year, Management 100 teams complete more than 70 field projects. In the fall, freshmen participate in community service projects, a good number supplied by the United Way; in the spring, upper level transfer and dual degree students work on consulting projects vetted by Wharton’s Small Business Development Center (SBDC).

The spring consulting project is an external communications audit that entails both primary or original research (developed specifically for your client) and secondary research (a review of pre-existing analyses of industry trends, standards, and best practices). The completed audit includes three deliverables, identifies strengths and weaknesses, and suggests opportunities for improvement:

- **A Portfolio Review.** Analyze the organization’s current communications material in all media (print, electronic, broadcast, Internet). A portfolio review looks at issues of content, design, effectiveness, readability, and professionalism.
- **Competitor Research.** Explore the organization’s key competitors. How are competitors communicating with stakeholders? How does your client’s communication compare?
- **Voice of Customer.** Research how customers perceive the client’s communications. Are current messages and distribution channels effective? Do customers understand the message(s) your client is communicating? How do customers want to be communicated with? What media and messages would be most effective?

Whether completing a service project for a service agency or an external communication audit for a local business, keep in mind that successful team engagements are:

- **Inspiring.** Make a real contribution to the mission of your client's organization.
- **Challenging.** Under-promise and over-deliver on project objectives.
- **Achievable.** Put in the time to make your project a success. As a rule of thumb, expect to spend about twice as much time outside of class as in.
- **Creative.** Structure the way you execute your project but leave room for creativity.
- **Flexible.** Show resilience. Your project can change for reasons outside of anyone's control.
- **Accessible.** Make the effort to meet your client on site. Most project sites are accessible by foot, taxi, or public transportation.
- **Responsive.** Contact your client at least once a week by email and copy your TA.

The field projects—whether community service or consulting—provide an excellent opportunity for you to develop your skills, build a team, and contribute to the greater community.

**Advisors and Consultants:** Your **Management 100 TA** will facilitate your group, advise you on the scope of your project and your relationship with your client. Your TA will also give you guidance on assignments in the course. In the spring, **Project Consultants** from The Wellynn Group, LLC, will serve as an invaluable resource to you, helping you manage project scope and complete the external communication audit.

**Materials:** Course materials include a required course pack and two recommended but optional books: *Economical Writing* and *The Business Writer's Handbook*. You can purchase your course pack online at *study.net*, and you can buy the supplemental books at the University of Pennsylvania Book Store. A limited number of handouts and on-line instructional materials (such as the Hogan Career Report and the HRDQ survey of Communication Style) will be charged to your bursar account.

**Academic Integrity:** During the course of the semester, you will be representing your team, the course, The Wharton School, and the University of Pennsylvania. As a representative of the University, your behavior and conduct must be exemplary. The University's code on academic integrity "prohibits acts of academic dishonesty that include cheating, plagiarism, fabrication, multiple submission, misrepresentation of academic records, facilitating academic dishonesty and gaining unfair advantage in an academic exercise." If you are unsure if an action constitutes a violation, please refer to the code and consult with your instructor:

<http://www.upenn.edu/academicintegrity/>.

You will also need to practice good citizenship at the University and follow all policies and procedures. For example, if you are a team of freshmen planning an event on campus (holding a concert, securing artists, reserving rooms, and so on), consult the Office of Student Affairs Activity Manual <http://www.vpul.upenn.edu/osa/manual/index.html>.

Moreover, standards for conduct during class are high. Instructors and TAs expect you to

- Come to class on time and alert your instructor and TA if you need to leave early
- Be prepared: complete readings and survey instruments in advance of class
- Unless instructed otherwise, keep laptops closed and electronic devices off and out of sight
- Stay on top of class requirements by checking the syllabus and Canvas announcements regularly

***Assessment, Evaluation & Grading:*** Since Management 100 is highly interactive and experiential, class attendance is required. Lateness and unexcused absences will have a negative impact on your individual performance evaluation and final grade.

Management 100 instructors work closely with TAs to ensure that no recitation team has an unfair advantage over another. They also work closely together at the end of the term to make sure that grades are distributed similarly across lectures. In determining percentages of letter grades within lectures, instructors take into account student performance in the context of the team and the class. Grade books are closed once final grades are posted.

Management 100 instructors set you up for success and expect you to do well as an individual student and as a project team. The course provides a lot of support—from teammates, TAs, consultants, clients, and instructors. The better your team performs, the better you will do as an individual. Keep in mind that your final grade is a composite portrait of group and individual grades. See the summary chart of assignments, evaluation, and grading below.

Summary of Assignments, Evaluation, and Grading									
Individual Assignments					Team Assignments				
Speaking		Due Date	Points	Speaking		Due Date	Points		
	First Round Status Reports	16-Oct	15		Practice Presentation	11/18 or 11/20	20		
	Second Round Status Reports	23-Oct			Client Presentation	12/2 or 12/4			
	Third Round Status Reports	30-Oct							
	Fourth Round Status Reports	6-Nov		Writing (Part of Team Performance)		Due Date	Points		
	Fifth Round Status Reports	13-Nov				Draft Email/ Letter of Engagement	9/17, 9/19, or 9/22		
					Final Email/ Letter of Engagement	9/23 at 11:59 p.m.			
Writing		Due Date	Points		Draft Team Case Study	9/22 at 11:59 p.m.			
	Image of Leadership Essay and Initial Tags	8/27 at 11:59 p.m.	2		Edit Team Case Study	9/29 at 11:59 p.m.			
	Individual Case Analysis (Memo)	10/6 at 11:59 p.m.	3						
				Performance Reviews		Due Date	Points		
Performance Reviews		Due Date	Points		First Team Performance Review and	10/15 at 11:59 p.m.	10		
	First Individual Performance Review and	10/15 at 11:59 p.m.	10		Team Portrait	10/17 at 11:59 p.m.			
	Self Portrait	10/17 at 11:59 p.m.				Second Team Performance Review and	12/5 at 11:59 p.m.	20	
	Second Individual Performance Review and	12/5 at 11:59 p.m.	20		Team Portrait	12/8 at 11:59 p.m.			
	Self Portrait	12/8 at 11:59 p.m.							
				Class Exercises (Part of Team Performance)		Due Date			
					Team Image of Leadership	8/28 at 11:59 p.m.			
					Cascades	9/4 at 11:59 p.m.			
					Egg Exercise	9/11 at 11:59 p.m.			
					Character Strengths	9/ 18 at 11:59 p.m.			
					Team Personality Portrait	9/25 at 11:59 p.m.			
					Communication Styles	10/14 at 11:59 p.m.			
					Group Sculptures	10/20 at 11:59 p.m.			
					Negotiation Styles	10/21 at 11:59 p.m.			
					Making Teams Work	11/4 at 11:59 p.m.			
					Team Management Wheel (Work Role)	11/11 at 11:59 p.m.			

Monday	Tuesday	Wednesday	Thursday	Friday
8/25	8/26	8/27 <b>Recitations</b> Building Resilience  <i>Image and essay due</i>	8/28 <b>Images of Leadership</b> <ul style="list-style-type: none"> <li>Maxwell and Greenhalgh, <i>Images of leadership</i></li> </ul>	8/29 <b>Recitations</b> Building Resilience
9/1 <b>Labor Day</b> Building Resilience (TBD)	9/2 <b>Presentations by Prospective Clients</b> <ul style="list-style-type: none"> <li>Team Case, <i>Ten minutes to make a decision</i></li> </ul>	9/3 <b>Recitations</b> Ranking Projects	9/4 <b>Making Synergistic Decisions</b> <ul style="list-style-type: none"> <li><i>Cascades</i></li> <li>Surowiecki, <i>The wisdom of crowds</i></li> </ul> <i>Post team results</i>	9/5 <b>Recitations</b> Ranking Projects
9/8 <b>Recitations</b> Ranking Projects	9/9 <b>Getting Started on Your Project</b> <ul style="list-style-type: none"> <li>Pompilio, <i>The real world</i></li> <li>Drucker, <i>What business can learn from non-profits</i></li> <li>Silverman and Taliento, <i>What business execs don't know – but should – about nonprofits</i></li> </ul>	9/10 <b>Recitations</b> Meeting your Client	9/11 <b>Setting your Vision, Mission, Values</b> <ul style="list-style-type: none"> <li>Senge, <i>The leaders' new work</i></li> <li>Drucker, <i>What is our mission?</i></li> <li>Lencioni, <i>Make your values mean something</i></li> </ul> <i>Post team "eggs"</i>  <i>Hogan Personality Inventory due</i>	9/12 <b>Recitations</b> Meeting your Client











Monday	Tuesday	Wednesday	Thursday	Friday
11/10 <b>Recitations</b> 360 Feedforward  <i>Status Report Rehearsals</i>	11/11 <b>High Performance Teams</b> <ul style="list-style-type: none"> <li>McCann and Margerison, <i>High-performance teams</i></li> </ul> <i>Post team results</i>	11/12 <b>Recitations</b> Team 360 Feedforward	11/13 <b>Fifth Round Status Reports</b>	11/14 <b>Recitations</b> Team 360 Feedforward
11/17 <b>Recitations</b> Team 360 Feedforward	11/18 <b>Practice Presentation</b>	11/19 <b>Recitations</b> Presentation Preparation	11/20 <b>Practice Presentation</b>	11/21 <b>Recitations</b> Presentation Preparation
11/24 <b>Recitations</b> Presentation Preparation	11/25 <b>Feedback, Coda</b> <ul style="list-style-type: none"> <li>Grant, <i>In the company of givers and takers</i></li> </ul>	11/26 <b>Recitations</b> Project Work	11/27 <b>Thanksgiving Break</b>	11/28 <b>Thanksgiving Break</b>
12/1 <b>Recitations</b> Project Work  <i>Rehearsals</i>	12/2 <b>Client Presentation</b>  <i>Thank You Letter due</i>	12/3 <b>Recitations</b> Wrap Up  <i>Rehearsals</i>	12/4 <b>Client Presentation</b>  <i>Thank You Letter due</i>	12/5 <b>Recitations</b> Wrap Up  <i>Individual and Team Performance Reviews due</i>
12/8 <b>Recitations</b> Wrap Up  <i>Portraits due</i>	12/9 <b>Review and Evaluation</b> <ul style="list-style-type: none"> <li>Wrzensniewski and Dutton, <i>Crafting a job: Revisioning employees as active crafters of their work</i></li> </ul>	12/10 <b>End of Year Celebration</b> Irvine Auditorium	12/11	12/12

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