



SPRING 2024 NOVAK LEADERSHIP COURSES

JOURN 4242 / 7242 W - Strategic Communication Leadership – Writing Intensive (3 credit)

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. 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 covered in the course. *Course is writing-intensive and satisfies curricular WI requirement.*

Instructors: Margaret Duffy, Ph.D., Catherine Terry, M.A., Justin Willett, M.A.

Section 01 – Open to graduate or undergraduate students: T/R, 3:30 p.m. – 4:45 p.m.

Section 03 – Open to undergraduate only section: T/R, 11 a.m. – 12:15 p.m. (***New Section**)
3 credit hours. Class meets in-person.

Open to all Mizzou juniors, seniors, and graduate students.

JOURN 4246 / 7246 W - Entrepreneurial Leadership & Innovation (3 credit)

In this course students learn an entrepreneurial way of thinking and solving problems alongside a collaborative, people-first approach to leading and influencing others. Students study and practice the methods of *human-centered design* and work in teams to develop an original startup venture. At the end of the semester teams present to a panel of industry professionals and entrepreneurs in a formal pitch competition. This hands-on project is supplemented by online discussions, films, readings, and guest lectures from industry professionals and active entrepreneurs. Students will leave this course with valuable entrepreneurial mindsets and skillsets that prepare them to pursue opportunities within a startup context or become innovation leaders within existing organizations. *Course is writing-intensive and satisfies curricular WI requirement.*

Instructor: Brandon Butcher, M.A.

T/R, 11:00 a.m. – 12:15 p.m.

3 credit hours. Class meets in-person.

Open to all Mizzou juniors, seniors, and graduate students.

JOURN 4268-01 / 7268-01 - Strategic Communication Practicum: Coaching Yourself (3 credit)

In this course, students learn strategies and practices for leading themselves to consistently perform at their best in work and life. The course shares proven principles that have been used by leaders across a wide range of fields, ranging from business to sports, to achieve higher levels of professional and personal success. Students will learn how to adopt a self-coaching mindset, develop an individual plan for growth, and take action to establish new habits for continuous improvement. The course features

readings, podcasts, exercises, and discussions as well as participation in a semester-long leadership development team (LDT) that will support and challenge students along the journey. Interactive weekly exercises help students build self-awareness, define personal values and vision, identify sources of motivation, establish meaningful goals, develop self-confidence, gather feedback, and sustain higher levels of performance.

Instructor: Brandon Butcher, M.A.

M/W, 10:00 a.m. – 10:50 a.m.

3 credit hours. Class meets in-person.

Open to all Mizzou juniors, seniors, and graduate students

Permission numbers are required for some courses. For permission, email williamsonrw@missouri.edu

For more information on Novak Institute courses, visit novakleadership.missouri.edu/courses