

## SPRING 2025 NOVAK LEADERSHIP COURSES

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### JOURN 4242 / 7242 W – Strategic Communication Leadership (3 credit)

In this course, students learn practical strategies for effectively leading self and others in the pursuit of big goals. Students discover how principles of strategic communication can translate into effective leadership and 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 TED-style talk on a leadership topic covered in the course. *Course satisfies curricular WI requirement.*

**Instructors:** Bryan Chester, Med; Justin Willett, M.H.A.

T/R, 3:30 p.m. – 4:45 p.m. | 3 credit hours. Class meets in-person. Multiple sections available.

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

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

In this course, students gain an entrepreneurial mindset and skillset to solve problems, develop new ventures and lead innovation. 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. Students gain valuable entrepreneurial mindsets and skillsets that prepare them to pursue opportunities within a startup context or become innovation leaders within existing organizations. *Course 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 / 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. This course shares proven principles used by the world's most successful leaders to achieve higher levels of professional and personal success. Students learn how to adopt a self-coaching mindset, develop an individual plan for growth, and take action to establish productive habits. Interactive weekly exercises help students build self-awareness, define personal values and vision, identify sources of motivation, develop self-confidence, network, and sustain higher levels of individual and group 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 sophomores, juniors, seniors, and graduate students**

Permission numbers are required for some courses. For permission, email [williamsonrw@missouri.edu](mailto:williamsonrw@missouri.edu)  
For more information on Novak Institute courses, visit [novakleadership.missouri.edu/courses](http://novakleadership.missouri.edu/courses)