

Success Is Easier Than Failure

Bus 322: Business Leadership for Managers
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Description: BUS 322: Business Leadership for Managers. 3 cr. Explore the various theories of leadership within the context of management. The role of the leader's impact on attainment of organizational goals at various levels is studied. Situational leadership approaches are examined. Personal analysis of preferred style is included, as well as skill building techniques needed for development of leadership. Prereq: 320 or 325

Text Books:

- Launching a Leadership Revolution/Woodward and Brady
- Attitude is Everything/Keller
- How to have Power and Influence when Dealing with People/Giblin
- The Speed of Trust/Covey
- The Slight Edge/Olson
- How I Raised Myself from Failure to Success Through Selling/Bettger

Professor Background: Dr. Schalow has 30+ years of University teaching experience. He has written many academic articles on a wide variety of topics, including marketing, corporate finance, investments, real estate, and insurance. He has also authored a textbook, California Real Estate Principles, and Instructor's Manual. In addition he has professional experience in Real Estate, Insurance, Financial Planning, and Investments and many different types of Consulting. He has also owned several businesses in the fields of Real Estate, Mortgage Lending, Consulting and Training. In addition to the PhD in Business, he has the following Professional Credentials CLU (Chartered Life Underwriter), ChFC (Chartered Financial Consultant), CFA (Chartered Financial Analyst), CFP (Certified Financial Planner), CRS (Certified Residential Specialist, GRI (Graduate Real Estate Institute). Finally, he has been licensed to sell, Financial Investments, All Lines of Insurance, and Real Estate in multiple states. (California, Nevada, Minnesota, and Wisconsin)

Contact Information: Office: CPS #434, Office Hours: 11-2 pm MW, Other hours can be arranged by appointment. Phone #346-3160, dschalow@uwsp.edu, Professor Schalow's Blog is at www.DaveSchalow.com.

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Grading:	90% and Up	A	Points and Weights of Exams, Quizzes, Papers, Projects, Attendance, and Participation will be Announced the First Day of Class. All Projects due last day of classes. No electronic submission.
	89%	A-	
	88%	B+	
	80-87	B	
	79%	B-	
	78%	C+	
	70-77%	C	
	60-69%	D	
	Below 60%	F	

Keys to Success

- Read All Assignments
- Take Notes on Readings
- Take Notes on PowerPoints
- Take Notes on Audios
- Consolidate the Sets of Notes
- Summarize Weekly
- Decide You Want to Do Well in the Course
- Work At It

Methods of Assessment

Covered in the Overview Section Under the Content Tab

Course Schedule

Covered Under the Calendar Tab in D2L

Other Course Requirements

Covered in D2L News Feed