# Major Term Assignment

### Due Date: determined by Instructor *(Part 1: Digital Story Part 2: Final Paper)*

### Value: 30% (total 100 marks)

## Purpose

We learn about leadership and can work to develop our leadership skills in many ways:

* Emulating successful leaders
* Finding a mentor to provide feedback
* Completing a leadership course
* Working to develop personal traits of patience and empathy
* Practicing acts of leadership in our everyday lives.

Each of these, on some level, implies deeper study and thought on things we observe, things we read, and things we do. This term project asks students of leadership to do a deep analysis of a leader they find particularly interesting. Students will critically apply various leadership concepts studied throughout the semester, and build a case to support their explanation of his/her leadership effectiveness.

## Instructions

1. Students will choose a leader to examine and analyze, and send the name to the instructor for approval. No leaders will be duplicated – everyone needs to choose a unique individual to study. Names will be confirmed on an “as received” basis.
2. From the date that the project is assigned, the students will have seven days in which to write and submit their term paper according to the course schedule. Late submissions will be accepted, with 5 mark penalty for each day late.
3. Papers/videos will contain the following key topical areas in order to align with the marking rubric included at the end of these instructor notes:
   1. Introduction to the Leader – Highlight key outcomes or accomplishments of this Leader Who is this person? What have they done?
   2. Examine how they lead themselves – How are they perceived by the public?
   3. Examine how they lead others – What is their reputation as a leader of people?
   4. Examine how they lead their organizations – What distinguishes them in their role?
   5. Summarize your overall assessment of their leadership style and effectiveness.
   6. Include some final remarks relating what kind of leader you want to be one day to the style of your chosen leader. How are you similar? How are you different? If this is a leader you want to emulate one day, what can you do to further develop your leadership skills towards a similar style?

Students are required to use turnitin.com to ensure that their content is original or properly cited and that there are no suggestions of plagiarism.

## Format

Term papers will adhere to the following guidelines:

* Length of the paper should be 8-10 pages double-spaced, 12pt font, with 1” margins.
* Leadership Digital Story needs to be 3-5 minutes, posted in Brightspace Discussion Forum.
* Resources and outlines provided to create digital story.
* One additional page is allowed for a title page.
* All endnotes, references, citations and formatting will conform to the APA style guide.

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| Section 1: Introduction | **0 points** | **5 points** | **10 points** |
| *(to include key outcomes or accomplishments)* | Very little information was provided in this section related to the event/leader chosen | Most required information was provided in this section related to the event/leader; lacked some depth, explanation or clarity | Included all essential information, context, key elements. The introduction created a solid foundation of understanding of the leader being studied. |
| Section 2: How they lead themselves | **0 points**  This section included one examples of how they lead themselves, as demonstration of one key course concept. Course content was used with a minimum of one reference; there was no direct correlate the leadership characteristics and traits of the leader and how they are/were perceived. | **8 Points**  This section included two examples of how they lead themselves, as demonstration of two key course concepts. Course content was used with a minimum of three references; there was an attempt to correlate the leadership characteristics and traits of the leader and how they are/were perceived. | **15 points**  This section included three examples of how they lead themselves, as demonstration of three key course concepts. Course content was used with a minimum of three references; there was direct correlation to the leadership characteristics and traits of the leader and how they are/were perceived. |
| Section 3: How they lead others | **0 points**  This section included one example of how they lead others, as demonstration of one key course concept. Course content was used with a minimum of one reference; there was no direct correlation between their skill and effectiveness leading others. | **8 points**  This section included two examples of how they lead others, as demonstration of two key course concepts. Course content was used with a minimum of two references; there was some direct correlation between their skill and effectiveness leading others. | **15 points**  This section included three examples of how they lead others, as demonstration of three key course concepts. Course content was used with a minimum of three references; there was a direct correlation between their skills and effectiveness leading others; a strong argument is made and supported. |
| Section 4: How they lead their organization | **0 points**  This section included one example of how they lead their organization or movement, as demonstration of one key course concept. Course content was used with a minimum of one reference; there was no direct correlation between their skill and effectiveness leading organizations. | **8 points**  This section included two examples of how they lead the organization or movement, as demonstration of two key course concepts. Course content was used with a minimum of two references; there was some direct correlation between their skill and effectiveness leading their organization. | **15 points**  This section included three examples of how they lead others, as demonstration of three key course concepts. Course content was used with a minimum of three references; there was a direct correlation between their skills and effectiveness leading their organization; a strong argument is made and supported. |
| Section 5: Assessment of the leadership effectiveness, successful or not, and critical reflections on the reported leadership impacts | **0 points**  Statements are weak; no significance highlighted; no summary drawn | **5 points**  Incomplete conclusions; thoughts not fully summarized; legacy or lasting impact minimized; limited connection to course material | **10 points**  The definition of leadership effectiveness is clearly utilized; key conclusions were drawn; business significance is clear; future impacts and/or legacy fully described; assessment of effectiveness is strong and supported with evidence and course material |
| Section 6: Final Remarks – Personal Reflection comparing and contrasting leadership style and the learner’s current stage of development | **0 points**  Reflection was missing, little effort evident, no forward thinking included | **5 points**  Reflection was very minimal, no examples included, no similarities or differences included | **10 points**  Key personal attributes were included, reflection was supported with examples, action steps were clear and goals were highlighted |
| Professionalism | **0 points**  APA is not followed, proof reading is skipped, minimal effort evident in either formt presented | **3 points**  APA is attempted; thoughts are well developed; some grammatical errors present; video lacked some effort | **5 Points**  Thoughts are well connected; paper is easy to read, APA is followed, writing is strong and clear; voice and presentation was engaging |
| **TOTAL** |  |  | **80 Points** |

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| **Digital Leadership Introduction** | **0 points** | **10 points** | **20 points** |
| Overview to Leader | **0 Points**  Very little information was provided in this section related to the event/leader chosen | **5 points**  Most required information was provided in this section related to the event/leader; lacked some depth, explanation or clarity | **10 points**  Context, key elements are included. The introduction created a solid foundation of understanding of the leader being studied. Why you chose this leader is clear. |
| Professionalism | **0 points**  Digital video lacked creativity, tools were not utilized, story did not captivate audience; Feedback was not provided to two classmates | **5 points**  Video was highlighted key elements of leader; shared few dimensions of leader; Feedback was provided to one classmate | **10 Points**  Video demonstrated effort and creativity; tools were fully utilized; constructive and helpful feedback provided to classmate; included reflections on leader shared |
| **TOTAL** |  |  | **20 Points** |