MINDEDGE LEARNING

Leadership for Women in Business Syllabus

Delivery Method: *Online, Asynchronous*
Contact: *support@mindedge.com*
Prerequisites/Co-requisites: *None*
Required Texts and Resources: *MindEdge course bundle*

Course Description:
This online course explores the various challenges that evidence suggests women in business are likely to face that are different (in kind or in scale) than those faced by men in business. Throughout seven segments, learners will explore key concepts and practices that all successful business people should be familiar with, such as leadership, management, communication, work-life balance, networking, negotiation, and body language. The material also provides concrete and data-driven recommendations for women looking to advance their careers by naming some of the systematic obstacles they might face, such as explicit discrimination, implicit bias, glass ceilings, and assumptions about familial responsibilities. Alongside commentary from women leaders, students will learn strategies for addressing these challenges. The self-paced course offers an assortment of interactive exercises, videos, case studies, and self-assessments that engage students and provide opportunities to practice essential business skills.

Topics covered in the course:

- Body Language for Women in Business
- Communication for Women in Business
- Current Issues Facing Women in Business
- Leadership and Management for Women in Business
- Negotiation for Women in Business
- Networking and Mentorship for Women in Business
- Work-Life Balance for Women in Business

For any questions or concerns related to content, IT, and accommodations, please contact support@mindedge.com.

Students will have access to the course for 1 year. Completion of all components of the material will take approximately 25 hours. Students are able to self-pace their progress through the material, as all content is delivered online and asynchronously.

Grading:

Successful completion for the ACE CREDIT® designation is based on student performance on a final cumulative exam. The final exam is composed of **50 multiple-choice questions**. Students will have 1.5 hours to complete the exam.

If students do not earn a passing score of 70% on their first attempt, they will have the opportunity to take the exam **2 additional times (3 total attempts).** Students must wait 24 hours between exam retakes.

Honor Code:

At MindEdge, we believe in the power of online learning and the power of learners to improve their lives through education. We believe in the honesty and integrity of our learners and the ability of our courses to further competencies in critical subjects crucial to personal and professional development.

When taking MindEdge courses that may confer college credit equivalency, we use additional measures to ensure the integrity of end-of-course exams and projects. This includes the use of online proctoring software. End-of-course exams are those built in a self-contained MindEdge "course"—separate from the material used for learning review and study. It's expected that learners focus exclusively on the exam when taking the exam.

- Referencing the course materials used for learning is not permitted.
- Reviewing other course materials on separate devices or screens is not permitted.
- Working in tandem or communicating with others—either in your immediate proximity or via digital methods (text, chat, FaceTime, etc.)—is not permitted.
- Using alternate browsers or browser windows and search engines of any kind to aid in answering exam questions is not permitted.

The use of the proctoring software is to help ensure these activities don't happen. Learners are expected to abide by the proctoring process, including the verification of a learner's true identity as the registered exam taker by providing appropriate and valid identification.

Should the proctoring process raise any flags of suspicion on the items above, MindEdge will contact the learner with the information provided by our provider.

Should MindEdge have sufficient proof that the rules of this honor code were not followed, the learner will not have the opportunity to earn college credit or other continuing education units, as applicable. Any applicable fees paid to any party to take the course are not eligible for a refund of any kind.

Learning Outcomes
Course-level learning outcomes are listed below.

- Recognize some of the challenges facing women in business, and discuss the role that gender stereotypes play in creating challenges for women in business
- Identify factors that contribute to the different ways that men and women are treated in the workplace
- Describe how body language impacts leadership
- Identify common body language signals
- Recognize gender communication stereotypes and gendered patterns of communication in the workplace
- Identify dysfunctional patterns of communication, and describe how to communicate effectively
- Distinguish between different bargaining approaches and their advantages and disadvantages
- Identify critical negotiation skills, and describe some of the challenges women tend to face when negotiating
- Define the principles of networking
- Discuss the best and worst networking practices
- Identify networking challenges that many women face
- Identify the major sources of work-life balance conflict
- Recognize double standards that men and women face when it comes to work-life balance
- Define leadership and identify the essential leadership skills
- Identify common challenges for women who are in, or looking to be in, positions of management

Learning Objectives
Below, learning objectives are listed according to topic.

Body Language for Women in Business
- Define leadership, and identify the essential leadership skills
- Describe how body language impacts leadership
- Identify basic body language cues
- Recognize body language that exudes warmth and empathy
- Describe how to be an inclusive leader through active listening
- Identify how charisma is conveyed through body language
- Recognize effective body language when negotiating
- Identify ways to use body language to debunk gender stereotypes
- Identify body language norms across various cultures
- Recall how to improve cross-cultural competencies
- Recognize effective body language during a videoconference

Communication for Women in Business

- Recognize gender communication stereotypes and gendered patterns of communication in the workplace
- Recognize how to interview more confidently for a job
- Identify ways to reduce speech anxiety when presenting in front of small and large groups
- Identify ways to project self-confidence while interacting at work
- Identify dysfunctional patterns of communication, and describe how to communicate effectively
- Describe how to be heard in meetings
- Define and describe how to utilize a bragologue
- Recognize the strategies for delivering effective speeches
- Recognize the importance of understanding your audience, and describe how to capture your audience's attention
- Identify the three steps in crafting a speech, and recall how to outline and organize a speech
- Recall how to create an effective slideshow, and identify how to use appropriate supplements
- Describe how to handle difficult questions in Q&A sessions
- Recognize the physical and mental symptoms of speaking anxiety, and recall how to counteract them
- Identify the importance of rehearsing your speech, and recall the appropriate presentation aids
- Recognize how gender bias affects women speakers, and identify how women speakers may self-sabotage
- Describe how to deliver a message effectively through body language and performance
- Recognize common critiques of women's voices, but describe why these criticisms are problematic
- Describe how to map a presentation through the forecast, present, and echo structure

Current Issues Facing Women in Business
- Recognize some of the challenges facing women in business
- Recognize the role that gender stereotypes play in creating challenges for women in business
- Identify factors that contribute to the different ways that men and women are treated in the workplace
- Identify fields in which women are underrepresented and some of the causes for that underrepresentation
- Identify fields in which women are overrepresented and some of the causes for that overrepresentation
- Recall some of the advances that have been made toward combating gender discrimination in the workplace
- Describe benefits of supporting women in positions of leadership

- Identify ways to address unfair treatment in the workplace

Leadership and Management for Women in Business
- Identify common leadership bases, skills, and qualities
- Recall the major theories of leadership
- Recognize types of leadership and their advantages and disadvantages
- Differentiate between leadership, management, and administration
- Recognize the role of leadership in setting the ethical tone for an organization
- Recognize how managers must effectively lead people—subordinates, peers, and superiors—to achieve goals
- Identify the major organizational structures and the differences between them
- Define the role of emotional intelligence in management
- Identify common challenges for women who are in, or looking to be in, positions of management
- Identify common challenges for new managers and strategies for handling them
- Recognize common managerial tasks like delegating, motivating, coaching, delivering feedback, navigating conflict, and disciplining poor behavior

Negotiation for Women in Business
- Define negotiation
- Recall some of the challenges women tend to face when negotiating
- Identify critical negotiation skills
- Identify common negotiation mistakes and impasses
- Define key concepts like BATNA and ZOPA
- Recognize the importance of preparation
- Describe an opening position and recognize when to make the first offer
- Distinguish between different bargaining approaches and their advantages and disadvantages
- Recognize circumstances where pressing pause or walking away is the best step in a negotiation
- Recall what is involved in closing and implementing a deal
- Describe how to approach common negotiation scenarios

Networking and Mentorship for Women in Business
- Define the principles of networking
- Identify networking challenges that many women face
- Recognize networking tools and resources
- Recall how to approach, build, and maintain professional networks
- Recognize the best and worst networking practices

- Identify what makes for a meaningful mentoring relationship
- Identify pitfalls of mentorship programs
- Distinguish between mentorship and sponsorship

Work-Life Balance for Women in Business
- Identify the major sources of work-life balance conflict
- Identify the myths about work-life balance—including the "make time later," division of labor, and "quality time" myths
- Recognize personal work-life priorities and goals
- Recognize double standards that men and women face when it comes to work-life balance
- Recall why it is important to say "no" to some opportunities
- Identify various strategies for managing stress and avoiding burnout
- Identify strategies to achieve balance, including balancing by week, over a year, and via a short career
- Identify ways companies can support employees in pursuit of work-life balance