

**ABED 6100-91D**  
**ADVANCED MANAGERIAL COMMUNICATION**

**SPRING 2015—NEWNAN CAMPUS**

|                               |   |
|-------------------------------|---|
| <b>Course Instructor:</b>     | <b>Dr. Susan E. Hall</b>  |
| <b>Course Number/Section:</b> | ABED 6100, CRN No. 10640, Credit Hours: 3   |
| <b>Class Meeting Times:</b>   | Thursday (3/5/14 – 4/23/14)<br>(Refer to Course Schedule for ONLINE and CAMPUS Designation)<br>6:00 p.m. – 10:45 p.m. |
| <b>Building/Room Number:</b>  | Newnan Campus; Room TBD   |
| <b>Office Location:</b>       | Richards College of Business – Room 2311  |
| <b>Office Phone:</b>          | (678) 839-4841  |
| <b>FAX:</b>                   | (678) 839-5358  |
| <b>E-Mail:</b>                | <a href="mailto:sehall@westga.edu">sehall@westga.edu</a>  |
| <b>Office Hours:</b>          | Office hours are scheduled by appointment   |

**What resources you will need...**

**Required Textbooks:** Walker, Robin. (2011). *Strategic Management Communication for Leaders*. Second edition. South-Western/Cengage Publishing. ISBN: 9780538451345/ 0538451343.

Maxwell, John C. (2007). *The 21 Indispensable Qualities of a Leader*. Nashville, TN: Thomas Nelson Publishers. ISBN 0-7852-7440-5

**Internet Access:** UWG CourseDen

**What is this course about?**

A study of organizational, interpersonal/small-group, and oral communication in the corporate structure and the effect of the global community upon corporate communication. Through student presentations, threaded discussion and analysis of communication, major emphasis is on organizational communication and developing skills in the following:

- Technology
- Presentations
- Nonverbal communication/Listening
- Written communication
- Management of meetings and other group processes
- Cross-cultural/Global communication
- Business ethics
- Conflict resolution
- Building leadership skills

**What you'll learn at the conclusion of this course...**

**Course Objectives Related to Learning Goals/Learning Outcomes (LG-MBA)**

Developing communication skills enables you to communicate professionally and successfully in business and educational environments. The focus is based on three objectives:

1. Developing foundation skills in reading, listening, writing, and speaking; working with others; working with technology; and working with a global perspective. Developing foundational skills should enable you to do the following:
  - a. Analyze the human communication process and determine its importance in organizations (MBA 1)
  - b. Analyze the importance of interpersonal, cross-cultural, and ethical communication in organizations (MBA 1, 2)
  - c. Analyze the importance of communicating technologically in organizations (MBA 4)
  - d. Identify the importance of basic skills and visual support in the business environment (MBA 5)

2. Developing learning skills for today's workplace, which is increasingly becoming more team-oriented, especially for the following:
  - a. Written and oral communication (MBA 1)
  - b. Nonverbal aspects of written and oral communication (MBA 1)
  - c. Technology and advanced visual support (MBA 4)
  - d. Interpersonal (dyadic) situations (i.e. interviews) (MBA 2)
  - e. Problem-solving and small-group processes (MBA 5)
  
3. Developing special application skills to measure communication performance and results related to tasks performed in the "real world" such as:
  - a. Group process (MBA 2)
  - b. Presentations, reports, and discussions (MBA 1,2,4,5)
  - c. Conflict management and business ethics (MBA 1,2,3,5)
  - d. Research, case analyses, and problem solving (MBA 1, 5)

View Learning Objectives for the Richards College of Business at <http://www.westga.edu/~mgmtbus/learningobj.htm>

#### What you'll need to do to succeed...

- **Attend class.** My attendance policy is rigid based on the fact that this is (1) a graduate course and (2) an abbreviated summer course. Therefore, if you miss more than one class for any reason, I reserve the right to drop you from the course or lower your final grade. Being absent from class will have a detrimental effect on the final grade (lowering by one letter grade). If you must be absent, contact a classmate or myself to find out what you missed and be prepared for the next class.
  
- **Prepare and participate.** Come prepared to class (both campus and online) to discuss readings, demonstrate leadership qualities, analyze cases, challenge assumptions, and question solutions. Enrich class discussion by sharing relevant information from your own work experience. You will need to keep a "look out" for current events related to our coursework and share them with the class. Each week, you will report to the class (via discussion thread) on a current event reported in the news media. If your final grade is "borderline," your level of class participation may make a large difference!
  
- **Mind your manners.** Arrive on time and avoid any early exits. If you need to arrive late or leave early, please contact me via email or telephone to let me know ahead of time. Avoid activities unrelated to the class (checking email, working on your computer, sending text messages, etc.). **Be sure cell phones and other messaging devices are off and out of sight during class.** Close your computer during peer presentations and class discussions.
  
- **Hand in professional documents.** Type all documents on 8.5 x 11" letter-quality paper using Times New Roman or Arial with margins of 1" in black ink. Use an appropriate document format and *unjustified* text. Use APA style format as directed. No handwritten corrections are accepted on final copies. Assignments must be saved with **.doc** or **.docx** extension. Student work should display the correct spelling, punctuation, and grammar rules for all assignments. Before you come to class, assemble your documents in a report cover, report binder, or stapled (depending upon the assignment) with your name clearly located on the first page/cover page. All assignments are to be turned in at the beginning of class when the assignment is due.

- **Deliver professional presentations.** Speak to the class on the dates you are required to present. Before you present, hand in your presentation (cover page along with 6 slides per handout) to the professor. Dress professionally for all presentations—see photo to the right for minimum dress requirements.
- **Meet every deadline.** Turn in all writing assignments on the dates specified in this syllabus. Submit all activities for CourseDen by the indicated deadline. You will earn a “0” for missing the deadline of an assignment/activity or failing to deliver your presentation as scheduled. If you miss a deadline due to a *verifiable* emergency, contact me at [sehall@westga.edu](mailto:sehall@westga.edu) or (678) 839-4841 immediately, and I will consider a make-up or alternate assignment based on the circumstances (a late penalty may apply).
- **Follow these policies.** As a member of this class, you agree to abide by the policies stated in this syllabus. Asking me to make an exception to these policies breaches our social contract as a group, so please resist the temptation to request special consideration.



#### What you can expect in each class...

Students will be expected to participate daily through class discussions, reading from the text, developing and delivering a team project, engaging in CourseDen online assignments, presenting orally, analyzing research, and preparing business communication documents.

#### Important UWG Policies...

**Course Withdrawal.** Refer to the UWG Undergraduate Catalog for specific instructions on the “Withdrawal Policy.” Students who do not “officially” withdraw from the course will receive a “failing” grade.

**Academic Honor.** UWG students are expected to achieve/maintain the highest standards of academic honesty and excellence. Therefore, the UWG student pledges not to lie, cheat, plagiarize, or steal in the pursuit of study and is encouraged to report students who do (refer to Student Handbook, Appendix E, Academic Dishonesty). Students who breach the Academic Dishonesty guidelines will receive a “failing” grade in the course.

#### When there is an online class, what can be expected?

On the days we have an online class, you must have access to CourseDen. Each day an online class is scheduled, you will need to go in and complete all the activities for the day. ***You can expect to spend the SAME amount of time online as you would in a class conducted on the campus (4.5 hours).*** Please be sure you plan and include at least two hours for your online class. The online class will consist of PowerPoint presentations, video lectures, activity worksheets, threaded discussion forums, etc. for you to do asynchronously (not at a specific time or synchronous with your classmates). The directions will be clear and you will need to follow the directions for each online class. NOTE: If you have questions or want to email the professor, please do NOT use CourseDen mail function, but email directly at [sehall@westga.edu](mailto:sehall@westga.edu).

**What assignments will need to be completed?**

The following assignments will measure your understanding of and ability to apply course concepts to accomplish the learning objectives established for this course. Assignments that are to be completed individually are to be completed 100 percent on your own and without assistance from others. Refer to the PROJECTS folder on CourseDen for each assignment’s expectations and requirements.

|  | <b>POINTS</b>                             | <b>WEIGHT</b> |
|--|---|---------------|
| <b>PARTICIPATION</b>                               |   | <b>30%</b>    |
| Class Participation/Online Activities (individual) | 700 points (Approx. 100 points per class) |               |
| <b>TEAM PROJECT:</b>                               |   | <b>50%</b>    |
| Team Proposal                                      | 200 points                                |               |
| Team Presentation                                  | 100 points                                |               |
| Team Presentation Critique (individual)            | 50 points                                 |               |
| Team Project Agendas/Minutes                       | 50 points                                 |               |
| Team Project Presentation Attendance/Participation | 50 points                                 |               |
| <b>FINAL EVALUATION:</b>                           |   |               |
| Leadership Reflection Outline (individual)         | 50 points                                 | <b>20%</b>    |
| Leadership Reflection Speech (individual)          | 50 points                                 |               |
| <b>TOTAL POINTS/PERCENTAGE:</b>                    | <b>1250 points</b>                        | <b>100%</b>   |

**How will I be graded?**

You can earn up to the total amount of points listed above for each assignment/activity. The assignments are weighed according to the percent each represents toward your final grade. While grades are not usually “rounded up,” please be aware that meaningful participation and positive contributions to the success of the class *may* be considered in the case of a borderline grade.

| <b>UWG GRADING SCALE</b> |        |
|--------------------------|--------|
| A=                       | 90-100 |
| B=                       | 80-89  |
| C=                       | 70-79  |
| D=                       | 60-69  |
| F=                       | 59 -   |

**Course Schedule**

**Class Key for Meeting Dates: C = Campus O = CourseDen**

| Day |   | Date                        | Topic  | Assignment   |
|-----|---|-----------------------------|--|--|
|     | O | <b>Prior to Class Start</b> | <b>COURSE DEN CLASS:</b><br>(Orientation video will be on CourseDen; students must submit their information sheet, personality type, and emotional intelligence quizzes.)  | DUE: Student Information Sheet; Personality Type Submission; Emotional Intelligence Submission (to be submitted via email).  |
| 1   | C | March 5                     | <b>FIRST PART OF CLASS:</b><br>What is Strategic Communication?;<br>Foundations of Communication;<br>Introductions; Course Project Introduction<br><b>SECOND PART OF CLASS:</b><br>Strategic Communications Process;<br>Leadership Development; Introduction to Case Studies/Strategic Communication Planning.   | DUE: Chapter 1, Chapter 2, Chapter 3, Chapter 4, Chapter 5 (SMC); Chapters 1-3 (JM)  |
| 2   | O | March 12                    | <b>COURSE DEN CLASS:</b><br>Communicating with Employees<br>Group Dynamics; Team Building; Conflict Management; Priorities & Delegation<br><br><b>COURSE DEN CLASS:</b><br>Communicating with External Audiences;<br>Collaborating through electronic communications; Letter and memo formatting<br><br><b>COURSE DEN CLASS:</b><br>Communicating with External Audiences;<br>Sections of the Business Plan Proposal | DUE: Chapter 8 (SMC); Chapters 4-7 (JM)<br>DUE: Case Study Analysis and Strategic Communications Plan<br>DUE: Leadership Blog (Chapter 4-7)<br><br>DUE: Chapter 9 (SMC); Chapters 8-12 (JM)<br>DUE: Case Study Analysis/Strategic Communications Plan/Memo to President<br>DUE: Leadership Blog (Chapter 8-12)<br><br>DUE: Chapter 10 (SMC); Chapters 12-15 (JM)<br>DUE: Leadership Blog (Chapter 12-15) |
|     |   | <b>March 19</b>             | <b>SPRING BREAK—NO CLASSES</b>   |  |
| 3   | O | March 26                    | <b>COURSE DEN CLASS:</b><br>Internal Organizational Communications;<br>Sections of the Business Plan Proposal<br><br><b>COURSE DEN CLASS:</b><br>Communicating in Writing; Sections of the Business Plan Proposal<br>Communication through Reports;<br>Proposal development  | DUE: Chapter 11 (SMC); Chapters 16-18 (JM)<br>DUE: Leadership Blog<br><br>DUE: Chapter 6 (SMC)<br>DUE: (Sunday, 3/30/14--Proposal Drafts—Promotional Piece & Press Release (submit via email—sehall@westga.edu)  |

|   |   |          |  |  |
|---|---|----------|--|--|
| 4 | O | April 2  | <p><b>COURSE DEN CLASS:</b><br/>Communicating in Oral Presentations and Managing Meetings; Sections of the Business Plan Proposal</p> <p><b>COURSE DEN CLASS:</b><br/>Designing and Delivering Business Presentations; Nonverbal Communication; Listening skills; Sections of the Business Plan Proposal</p> | <p>DUE: Chapter 7 (SMC); Chapter 19-21 (JM)<br/>DUE: Leadership Blog</p> <p>DUE: (Sunday, 4/6/14—Proposal Drafts: Statement of Need, Company Background, Product/Service Description (submit via email—<a href="mailto:sehall@westga.edu">sehall@westga.edu</a>)</p>   |
| 5 | O | April 9  | <p><b>COURSE DEN CLASS:</b><br/>Designing and Delivering Business Presentations; Nonverbal Communication; Listening skills; Sections of the Business Plan Proposal</p> <p><b>COURSE DEN CLASS:</b><br/>Effective presentations; Finalizing Business Plan Proposal and Presentation; Shark Tank Critiques</p> | <p>DUE: (Sunday, 4/13/14—Proposal Drafts: Good Will Letter, Market Analysis, Letter of Transmittal, Bad News Letter (submit via email—<a href="mailto:sehall@westga.edu">sehall@westga.edu</a>)</p> <p>DUE: Strategic Communication Plans for Business Letters (Bad News/Good Will Letters from the proposal)</p> <p>DUE: Individual Shark Tank Critiques (submit via email to <a href="mailto:sehall@westga.edu">sehall@westga.edu</a>)</p> |
| 6 | O | April 16 | <p><b>INDEPENDENT STUDY—<br/>PROJECT &amp; REPORT PREPARATION</b><br/>Project Proposal &amp; Presentation &amp; Leadership Outline &amp; Presentation. Team Project Proposal &amp; Presentation. (NOTE: It is expected that your team meets in person to finalize proposal and presentation.)</p>            | <p>DUE: (Sunday, 3/20/14)—Proposal Draft: Financial Analysis</p>   |
| 7 | C | April 23 | <p><b>Course Project Presentations (Business Plan &amp; Leadership Presentation and Outline)</b><br/>(NOTE: All students will be participating in the presentations through active feedback)</p>   | <p>DUE: Business Plan Presentation<br/>DUE: Business Plan Proposal<br/>DUE: Business Plan Project Agendas &amp; Minutes<br/>DUE: Video Critique Email (Due Saturday by 12:00 p.m.—Noon)<br/>DUE: Leadership Reflection Outline &amp; Cover Page (and Presentation)</p>   |

**\*\*NOTE\*\***

Tentative Course Schedule/Assignments/Due Dates – Subject to daily/weekly changes based on class progression/CourseDen availability. Students are responsible for checking CourseDen on a daily basis for updates and course information. Grading rubrics for assignments will be distributed/discussed in class.