

# ABED 6100-81D

## STRATEGIC BUSINESS COMMUNICATION

SPRING 2016

<b>Course Instructor:</b>	Dr. Susan Hall Webb
<b>Course Number/Section:</b>	ABED 6100-81D, CRN No. 11166, Credit Hours: 3
<b>Class Meeting Times:</b>	Thursday (3/7/16 – 4/29/16) (Refer to Course Schedule for SYNCHRONOUS and ASYNCHRONOUS Designation) 6:00 p.m. – 10:45 p.m.
<b>Building/Room Number:</b>	CourseDen/Blackboard Collaborative/Google Hangouts
<b>Office Location:</b>	Miller Hall – Room 2311
<b>Office Phone:</b>	(678) 839-4841
<b>FAX:</b>	(678) 839-5358
<b>E-Mail:</b>	<a href="mailto:swebb@westga.edu">swebb@westga.edu</a>
<b>Office Hours:</b>	Office hours are scheduled by appointment

### What resources you will need...

**Required Textbooks:** Walker, Robin. (2015). *Strategic Management Communication for Leaders*. Third edition. South-Western/Cengage Publishing. ISBN: 978-1-133-93712-8/1-133-93712-8.

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

Webcam for video chatting using Blackboard Collaborative and/or Google Hangouts. NOTE: Many computers and laptops come equipped with a webcam; however, if your computer doesn't, you will need to obtain a webcam for this class.

**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.** This course will be delivered 100% online. However, some of the classes will meet synchronously via Blackboard Collaborative and/or Google Hangouts. When there is a synchronous class, all students are expected to attend via webcam and on their computers (not mobile device).
- **Prepare and participate.** Come prepared to each online class (both synchronous and asynchronous) to discuss readings, demonstrate knowledge, analyze cases, challenge assumptions, and question solutions. Be prepared to enrich class discussion by sharing relevant information from your own personal and professional communication experiences. You are responsible for reading and studying the texts, research, and class notes and for participating fully in ALL activities. Do NOT "count on" your group to "cover" or do your work! **Groups should immediately report to the instructor a member who is NOT doing his/her portion of the work.** That way, the instructor may intervene before the group's grade is adversely affected.
- **Professionalism.** You are expected to be as professional as possible in this course. Due to the online nature, you are expected to communicate in writing or when on video professionally using proper English and punctuation. You are expected to arrive on time and avoid any early exits during online classes (either meeting as a group or as a team). 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.) while you are online (either as a group or as a team).

- **Hand in professional documents.** Type all documents on 8.5 x 11" letter-quality paper using Calibri, Times New Roman or Arial fonts with margins of 1" in black ink (unless specified differently—based on assignments). Use an appropriate document format and *unjustified* text. Use APA style format as directed. Assignments must be saved with **.doc** or **.docx** extension. Student work should display the correct spelling, punctuation, and grammar rules for all assignments.
- **Deliver professional presentations.** You will be delivering presentations online via video. When presenting, email your presentation (cover page along with 6 slides per handout) to the professor by the deadline required on CourseDen. Be sure to 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 on CourseDen (also located on the syllabus). 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 [swebb@westga.edu](mailto:swebb@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...

**Common Language for Course Syllabi.** Please carefully review the information at the following link. The document at this link contains important information pertaining to your rights and responsibilities in this class. <http://tinyurl.com/UWGSyllabusPolicies>

**Credit Hour Policy (3 credit hours):** Due to the summer course, for approximately four weeks (each day), students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

**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?**

Each week, you must have access to CourseDen. You will need to go in and complete all the activities for the day. **You should expect to spend the SAME amount of time online as you would in a class conducted on the campus (4 hrs. 30 mins.).** Please be sure you plan and include at least four hours and thirty minutes for your online class. The online class will consist of PowerPoint presentations, video lectures, activities, threaded discussion blogs and forums, etc. for you to do asynchronously (not at a specific time or synchronous with your classmates). However, a few of the class meetings will be synchronous where each student will need a webcam and access to their computers (not mobile devices). **NOTE: If you have questions or want to email the professor, please do NOT use CourseDen mail function, but email directly at [swebb@westga.edu](mailto:swebb@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.

	POINTS	WEIGHT
<b>PARTICIPATION</b>		<b>26%</b>
Class Participation/Online Activities (individual)	350 points	
<b>TEAM PROJECT:</b>		<b>61%</b>
Team Proposal (team)	400 points	
Team Proposal Drafts (team)	200 points	
Team Presentation (team)	100 points	
Team Presentation Outline (team)	25 points	
Team Presentation Video Critique (individual)	25 points	
Team Project Overall Survey & Worksheet (individual)	25 points	
Team Project Participation Peer Review (Individual)	25 points	
Team Project Presentation Participation (YouTube)	25 points	
<b>FINAL EVALUATION:</b>		
Leadership Reflection Outline (individual)	100 points	<b>13%</b>
Leadership Reflection Speech Video (individual)	50 points	
Leadership Reflection Participation (individual)	25 points	
<b>TOTAL POINTS/PERCENTAGE:</b>	<b>1350 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.

UWG GRADING SCALE	
A=	90-100
B=	80-89
C=	70-79
D=	60-69
F=	59 -

**Course Schedule**

**Class Key for Meeting Dates: BC = Blackboard Collaborative CD = CourseDen  
GH = Google Hangout**

Day		Date	Topic	Assignment
	CD	<b>Prior to Class Start</b>	<b>COURSE DEN CLASS:</b> (Students must submit their information sheet, interest sheet, personality type, and emotional intelligence quizzes.)	DUE: Student Information Sheet; Interest Sheet; Personality Type Submission; Emotional Intelligence Submission (to be submitted via email at swebb@westga.edu).
1	BC/ GH	Week 1  (3.7.16 – 3.13.16)  <b>Thursday, 3.10.16</b>	<b>MODULE 1:</b> What is Strategic Communication?; Foundations of Communication; Course Project Introduction  <b>MODULE 2:</b> Strategic Communications Process; 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		<b>Week 2</b>	<b>SPRING BREAK—NO CLASSES</b>	
3	CD	Week 3  (3.21.16 – 3.27.16)	<b>MODULE 3:</b> Communicating with Employees Group Dynamics; Team Building; Conflict Management; Priorities & Delegation  <b>MODULE 4:</b> Communicating with External Audiences; Collaborating through electronic communications; Letter and memo formatting  <b>MODULE 5:</b> Communicating with External Audiences  <b>TEAM PROJECT:</b> Promotional Piece & Press Release Drafts	DUE: Chapter 8 (SMC); Chapters 4-7 (JM) DUE: Case Study Analysis and Strategic Communications Plan DUE: Leadership Blog (Chapter 4-7)  DUE: Chapter 9 (SMC); Chapters 8-12 (JM) DUE: Case Study Analysis/Strategic Communications Plan/Memo to President DUE: Leadership Blog (Chapter 8-12)  DUE: Chapter 10 (SMC); Chapters 12-15 (JM) DUE: Leadership Blog (Chapter 12-15)  DUE: (Sunday, 3.27.16--Proposal Drafts—Promotional Piece & Press Release (submit via email—swebb@westga.edu)
4	CD	Week 4  (3.28.16- 4.3.16)	<b>MODULE 6:</b> Internal Organizational Communications  <b>MODULE 7:</b> Communicating in Writing; Communication through Reports; Proposal development  <b>TEAM PROJECT:</b> Statement of Need, Company Background, Product/Service Description Drafts	DUE: Chapter 11 (SMC); Chapters 16-18 (JM) DUE: Leadership Blog  DUE: Chapter 6 (SMC)  DUE: (Sunday, 4.3.16—Proposal Drafts: Statement of Need, Company Background, Product/Service Description (submit via email—swebb@westga.edu)

5	CD	<p>Week 5 (4.4.16 – 4.10.16)</p>	<p><b>MODULE 8:</b> Communicating in Oral Presentations and Managing Meetings</p> <p><b>MODULE 9:</b> Designing and Delivering Business Presentations; Nonverbal Communication; Listening skills</p> <p><b>TEAM PROJECT:</b> Good Will Letter, Marketing Analysis, Letter of Transmittal, Bad News Letter Drafts</p>	<p>DUE: Chapter 7 (SMC); Chapter 19-21 (JM) DUE: Leadership Blog</p> <p>DUE: (Sunday, 4.10.16—Proposal Drafts: Good Will Letter, Market Analysis, Letter of Transmittal, Bad News Letter (submit via <a href="mailto:swebb@westga.edu">email—swebb@westga.edu</a>)</p>
6	CD	<p>Week 6 (4.11.16 – 4.17.16)</p>	<p><b>MODULE 10:</b> Finalizing Business Plan Proposal and Presentation; Shark Tank Critiques</p> <p><b>TEAM PROJECT:</b> Financial Analysis Draft</p>	<p>DUE: Individual Shark Tank Critiques (submit via email to <a href="mailto:swebb@westga.edu">swebb@westga.edu</a>) by Sunday, 4.17.16</p> <p>DUE: (Sunday, 4.17.16)—Proposal Draft: Financial Analysis</p>
7	CD	<p>Week 7 (4.18.16- 4.24.16)</p>	<p><b>TEAM PROJECT:</b></p> <ul style="list-style-type: none"> <li><b>WEDNESDAY:</b> Business Plan Presentations (posted on YouTube)</li> <li><b>THURSDAY-FRIDAY:</b> Review of all Business Plan Presentations (comments on YouTube; Peer review surveys)</li> </ul>	<p>DUE: Business Plan Presentation &amp; Outline (send to <a href="mailto:swebb@westga.edu">swebb@westga.edu</a> via Google Drive by Wednesday, 4.20.16); Outline to <a href="mailto:swebb@westga.edu">swebb@westga.edu</a> in Word format.</p> <p>DUE: Business Plan Proposal (email to <a href="mailto:swebb@westga.edu">swebb@westga.edu</a>) by Wednesday, 4.20.16) in Word format.</p> <p>DUE: Team Presentation Video Critique Worksheet (Due Saturday by 12:00 p.m.—Noon)</p> <p>DUE: Team Project Reflection Survey (Due Saturday by 12:00 p.m.—Noon)</p>
8	BC/ CD	<p>Week 8 (4.25.16 – 4.28.16)</p> <p>Monday = BC</p> <p>Tuesday – Thursday = CD</p>	<p><b>FINAL EXAM:</b></p> <ul style="list-style-type: none"> <li><b>MONDAY—BLACKBOARD COLLABORATIVE:</b> Team Project Awards Ceremony; Work on Leadership Presentation Video</li> <li><b>WEDNESDAY-THURSDAY—YOUTUBE:</b> Review Leadership Reflection Videos and YouTube Comments</li> </ul>	<p>DUE: Leadership Reflection Video Presentation (send to <a href="mailto:swebb@westga.edu">swebb@westga.edu</a> via Google Drive by Tuesday, 4.26.16 no later than 11:59 p.m.)</p> <p>DUE: Leadership Reflection Outline (with Cover Page) (send to <a href="mailto:swebb@westga.edu">swebb@westga.edu</a> in Word format) by Tuesday, 4.26.16 no later than 11:59 p.m.</p>