

ABED 6100-E01
STRATEGIC BUSINESS COMMUNICATION

SUMMER 2017

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| Course Instructor: | Dr. Susan Hall Webb |
| Course Number/Section: | ABED 6100-E01, CRN No. 50309 |
| Class Meeting Times: | 17 Days x 135 Minutes/Class = 3.0 Credit Hours |
| Building/Room Number: | CourseDen/Blackboard Collaborative/Google Hangouts |
| Office Location: | Miller Hall – Room 2311 |
| Office Phone: | (678) 839-4841 (404) 490-1246 (Summer Phone) |
| FAX: | (678) 839-5358 |
| E-Mail: | swebb@westga.edu |
| Office Hours: | 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 via Google Drive 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 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 = 17 days total), students in this class will generally spend 135 minutes (2.25 hours) with direct faculty instruction (either face-to-face or online) and work about 72 minutes outside of the classroom each day (or 360 minutes per week/5 days). 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 (2 hrs. 25 mins.) or based on UWG policy (135 minutes per 17 days).** Please be sure you plan and

include at least two hours and fifteen 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.

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 |
|------------------------------------------------------|--------------------|-------------|
| PARTICIPATION | | 23% |
| Class Participation/Online Activities (individual) | 265 points | |
| Chapter Quizzes | 100 points | |
| | Total: 365 | |
| TEAM PROJECT: | | 59% |
| Team Proposal (team) | 400 points | |
| Team Proposal Drafts (team) | 200 points | |
| Team Presentation (team) | 200 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 | |
| | Total: 925 | |
| FINAL EVALUATION: | | |
| Leadership Reflection Outline (individual) | 100 points | 18% |
| Leadership Reflection Speech Video (individual) | 100 points | |
| Leadership Strategic Communication Plan (individual) | 50 points | |
| Leadership Reflection Participation (individual) | 25 points | |
| | Total: 275 | |
| TOTAL POINTS/PERCENTAGE: | 1565 points | 100% |

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 | |
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| 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 |
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| | CD | Prior to Class Start | COURSE DEN CLASS: (Students must submit your new student information survey, respond to the Doodle Poll (https://doodle.com/poll/5y4yy2923h9und6f), sign up for Remind.com, and complete your personality quiz & reflection survey) | DUE: Doodle Poll Response DUE: Sign up for Remind.com DUE: New Student Information Survey DUE: Personality Quiz & Reflection Survey DUE: Purchase Course Textbooks **COMPLETE NO LATER THAN 5.30.17** |
| 1 | CD | May 31 (W) | VIDEO: Class Orientation Video (found on CourseDen) ACTIVITY: Upload Professional Photo to CourseDen and UWG Gmail Accounts MODULE 1: Chapter 1: What is Strategic Communication? Chapter 2: Foundations of Communication Activity: What is your Emotional Intelligence? | PRIOR TO CLASS: Chapter 1 & Chapter 2 (Strategic Management Communication Text = SMC); Chapters 1-3 (John C. Maxwell = JCM) DUE: Upload Professional Photos to CourseDen & UWG Gmail |
| 2 | CD | June 1 (TH) | COURSE DEN CLASS: MODULE 2: Strategic Communications Process (Chapter 3, 4, 5); Introduction to Case Studies/Strategic Communication Planning. | PRIOR TO CLASS: Chapter 3, Chapter 4, Chapter 5 (SMC) DUE: Quizzes for Chapter 1 & Chapter 2 DUE: Emotional Intelligence Quiz Reflection |
| 3 | | June 2 (F) | GOOGLE HANGOUT: Team Project Introduction & Expectations TEAM MEETING: Teams will meet individually on Google Hangouts at selected times along with the professor (email will be sent on Wednesday 5.31.17) | DUE: Quizzes for Chapter 3, 4, and 5 no later than 11:59 p.m. |

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| 4 | CD | June 5 (M) | <p>COURSE DEN CLASS:</p> <p>MODULE 3: Chapter 9: Communicating with Employees; Collaborating through electronic communications; Letter and memo formatting</p> <p>LEADERSHIP BLOG 1: Reflection on qualities you currently demonstrate</p> <p>ACTIVITY: Green Case Study Analysis (CSA); Green Case Study Strategic Communication Plan (SCP)</p> <p>TEAM PROJECT: Team Discussion Board for Eco-Friendly Product/Service Ideas (See Friday’s CourseDen)</p> | <p>DUE: Chapter 9 (SMC); Chapters 4-10 (JM)</p> <p>DUE: Case Study Eco-Friendly Discussion Board</p> <p>DUE: Discussion Boards on potential product/service ideas and company/team policies.</p> |
| 5 | CD | June 6 (T) | <p>COURSE DEN CLASS:</p> <p>MODULE 4: Chapter 10: Communicating In and Leading Teams</p> <p>LEADERSHIP BLOG 2: Reflection on qualities you plan to demonstrate</p> <p>TEAM PROJECT: Complete the Team Policies Discussion Board; Complete discussion boards on Company Background and Product/Service Description</p> | <p>DUE: Chapter 10 (SMC)</p> <p>DUE: Review Quizzes for Chapter 9 and 10 no later than 11:59 p.m.</p> <p>DUE: Leadership Blog 1 (Discussion Board)</p> <p>DUE: Leadership Blog 2 (Discussion Board)</p> <p>DUE: Policies and Discussion Boards for Team Project</p> |
| 6 | CD | June 7 (W) | <p>COURSE DEN CLASS:</p> <p>MODULE 5: Chapter 11: Strategic Organizational Communication</p> <p>LEADERSHIP BLOG 3: Reflection on qualities you demonstrate and qualities you plan to demonstrate</p> <p>TEAM PROJECT: Begin Company Background & Product/Service Description Drafts</p> | <p>DUE: Chapter 11 (SMC); Chapters 11-16 (JM)</p> <p>DUE: Leadership Blog 3 (Qualities 11-16)</p> <p>DUE: Case Study Analysis and Strategic Communications Plan from Monday, 6.5.17.</p> <p>DUE: Team Policies Agreement submitted in CourseDen; Completed Discussion Boards (Product/Service Description + Company Background Ideas)</p> |

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| 7 | CD | June 8 (TH) | <p>COURSE DEN CLASS:</p> <p>MODULE 6: Chapter 6: Communicating in Writing; Communication through Reports; Proposal development</p> <p>TEAM PROJECT: Continue working on Company Background & Product/Service Description Drafts</p> | <p>DUE: Chapter 6 (SMC)</p> <p>DUE: Quizzes for Chapter 11 & 6 (CourseDen by 11:59 p.m.)</p> <p>DUE: Team Meeting Photo/Screen Shot submitted in CourseDen by one team member.</p> |
| 8 | CD | June 9 (F) | <p>COURSE DEN CLASS:</p> <p>MODULE 7: Chapter 7: Communicating in Oral Presentations and Managing Meetings</p> <p>LEADERSHIP BLOG 4: Reflection on qualities you demonstrate and qualities you plan to demonstrate</p> <p>TEAM PROJECT: Begin (1) Statement of Need, (2) Market Analysis, (3) Promotional Piece, and (4) Press Release Drafts.</p> <p>Complete (1) Company Background & (2) Product/Service Description Drafts—DUE</p> | <p>DUE: Chapter 7 (SMC); Chapter 17-21 (JM)</p> <p>DUE: Discussion Board for Ideas for Presentation Catchy Introductions and Memorable Closes (Due Monday, 6.12.17)</p> <p>DUE: Leadership Blog 4 (Qualities 17-21) (Due Sunday, 6.11.17)</p> <p>DUE: (Friday, 6.9.17)--Proposal Drafts— Company Background & Product/Service Description (submit via CourseDen—Group Assignment Box).</p> |
| 9 | CD | June 12 (M) | <p>COURSE DEN CLASS:</p> <p>MODULE 8: Designing and Delivering Business Presentations; Nonverbal Communication; Listening skills</p> <p>TEAM PROJECT:</p> <ul style="list-style-type: none"> • Begin (1) Financial Analysis, (2) Good Will Letter, (3) Bad News Letter, and (4) Letter of Transmittal Drafts | <p>DUE: Quiz for Chapter 7 no later than 11:59 p.m.</p> |

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| 10 | CD | June 13 (T) | <p>MODULE 9: Finalizing Business Plan Proposal and Presentation; Shark Tank Critiques</p> <p>TEAM PROJECT:</p> <ul style="list-style-type: none"> Complete (1) Statement of Need, (2) Market Analysis, (3) Promotional Piece, and (4) Press Release Drafts. | <p>DUE: Individual Shark Tank Critiques (submit via email to swebb@westga.edu) by Sunday, 6.19.16</p> <p>DUE: (Tuesday, 6.13.17)--Proposal Drafts—(1) Statement of Need, (2) Market Analysis, (3) Promotional Piece, and (4) Press Release Drafts. (submit via CourseDen—Group Assignment Box).</p> |
| 11 | CD | June 14 (W) | <p>TEAM PROJECT DAY:</p> <ul style="list-style-type: none"> Complete (1) Financial Analysis, (2) Good Will Letter, (3) Bad News Letter, and (4) Letter of Transmittal Drafts <p>Team Project Proposal & Presentation.</p> <p>(NOTE: It is expected that your team meets via Google Hangout to finalize proposal and presentation.)</p> | <p>DUE: (Wednesday, 6.14.17)—Proposal Draft: (1) Financial Analysis, (2) Good Will Letter, (3) Bad News Letter, and (4) Letter of Transmittal Drafts (submit via CourseDen).</p> |
| 12 | CD | June 15 (TH) | <p>TEAM PROJECT DAY:</p> <p>Team Project Proposal & Presentation.</p> <p>(NOTE: It is expected that your team meets via Google Hangout to finalize proposal and presentation.)</p> | |
| 13 | CD | June 16 (F) | <p>TEAM PROJECT DUE ON SUNDAY:</p> <ul style="list-style-type: none"> Business Plan Presentations using PowerPoint and Office Mix—Must Upload and Share on Google Drive no later than 11:59 p.m. Business Plan Proposals + Letter of Transmittal + Presentation Outline —Submitted on CourseDen no later than 11:59 p.m. | <p>DUE: Business Plan Presentation (send to swebb@westga.edu via Google Drive;</p> <p>DUE: Business Plan Presentation Outline submitted in CourseDen in Word format.</p> <p>DUE: Business Plan Proposal and Letter of Transmittal submitted in CourseDen in Word format.</p> |

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| 14 | CD | June 19 (M) | <p>TEAM PROJECT VIDEOS & CRITIQUES:</p> <ul style="list-style-type: none"> Review of all Business Plan Presentations (investments; comments on YouTube; peer review surveys) | |
| 15 | CD | June 20 (T) | <p>LEADERSHIP PRESENTATIONS/ CONCLUSION OF TEAM PROJECT:</p> <ul style="list-style-type: none"> Individual Team Presentation Critique Team Project Reflection Survey COURSE DEN: Work on Leadership Presentation Video, Outline, and Strategic Communication Plan (SCP). | <p>DUE: (Tuesday, 6.20.17) Review, invest, critique, and comment on each team’s video (See CourseDen for details).</p> <p>DUE: (Tuesday, 6.20.17) Individual Team Presentation Critique no later than 11:59 p.m.</p> <p>DUE: (Tuesday, 6.20.17) Team Project Reflection Survey no later than 11:59 p.m.</p> |
| 16 | BC/ CD | June 21 (W) | <p>LEADERSHIP PRESENTATIONS/ FINAL EXAM:</p> <ul style="list-style-type: none"> BLACKBOARD COLLABORATIVE: Team Project Awards Ceremony (30 minutes); Time to Be Determined (Doodle Poll). COURSE DEN: Work on Leadership Presentation Video, Outline, and Strategic Communication Plan (SCP). | <p>DUE: Leadership Reflection Video Presentation (send to swebb@westga.edu via Google Drive by Wednesday, 6.21.17 no later than 11:59 p.m.)</p> <p>DUE: Leadership Reflection SCP and Outline (submit in CourseDen in Word format) by Wednesday, 6.21.17 no later than 11:59 p.m.</p> |
| 17 | CD | June 22 (TH) | <p>FINAL EXAM:</p> <ul style="list-style-type: none"> Watch all Leadership Reflection Videos and post comments on YouTube Comments. If you desire, you can complete no later than 11:59 p.m. on Monday, 6.26.17. | <p>DUE: Comments on YouTube for all Leadership Quality Presentations no later than Monday, 6.26.17 by 11:59 p.m.</p> |
| 18 | CD | June 26 (M) | <p>FINAL EXAM</p> <ul style="list-style-type: none"> UNLESS ALREADY COMPLETED ON THURSDAY (6.22.17): Review Leadership Reflection Videos and post YouTube Comments for all reflections. | |