

ABED 6100 – STRATEGIC BUSINESS COMMUNICATION

SUMMER 2019 – SESSION III, SECTION E01 (CRN: 50175)



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WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “...commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior...”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

****THIS INFORMATION WILL BE PROVIDED VIA SURVEY IN COURSE DEN TO COMPLETE****

Signature: _____

917#: _____

Date: _____



INSTRUCTOR INFORMATION

NAME:

Dr. Webb - Susan Hall Webb, Ph.D.

OFFICE LOCATION:

Miller Hall 2314

OFFICE HOURS:

Google Hangout Office Hours: Monday through Thursday from 1:00 p.m. to 4:00 p.m. <http://bit.ly/2iLOpmP> (click on link to speak directly via video conference with professor) or by appointment.

CONTACT INFORMATION:

Campus Office: 678.839.4841

Home Office: 404.490.1246

Email: swebb@westga.edu **

Text: <https://www.remind.com/join/6100online>

** Communication Preference: Please use swebb@westga.edu; do not use the email function in CourseDen.

COURSE INFORMATION

DESCRIPTION

Strategic Business Communication is the study of organizational, interpersonal/small-group, and oral communication found in the workplace from a reflective and tactical perspective. The focus of this course is to incorporate various leadership skills into your oral and written communication skills. Concepts and principles of sustainability communication is presented throughout this course, which will be demonstrated by the completion of assignments and a team project incorporating all elements of the required readings. Through student presentations, threaded discussions and analysis of communication, a major emphasis of this course is communicating in teams and the ability to persuasively present desired information in a professional and well-stated way using appropriate channels.

DELIVERY METHODS

Each day of this course you must have access to CourseDen. You will need to go in and complete all the activities (due dates will be clearly stated in CourseDen under CONTENT and CALENDAR).

Each 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.**

LEARNING GOALS

Course Objectives Related to Learning Goals/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)

TEXTBOOKS AND MATERIALS

TEXTBOOK 1

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

TEXTBOOK 2

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

COURSE MATERIALS

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.

COURSE POLICIES

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.

ASSIGNMENTS

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.

PARTICIPATION		27%
Class Participation/Online Activities (individual)	205 points	
Leadership Blogs	90 points	
Chapter Quizzes	105 points	
	Total: 400 points	
TEAM PROJECT:		58%

Team Proposal (team)	400 points
Team Meeting Discussion Boards (individual)	65 points
Team Proposal Section First Submission (individual)	100 points
Team Presentation (individual)	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)	15 points
Team Project Presentation Participation (YouTube)	15 points
Total:	870 points

FINAL EVALUATION: **15%**

Leadership Reflection Outline (individual)	50 points
Leadership Reflection Speech Video (individual)	100 points
Leadership Strategic Communication Plan (individual)	50 points
Leadership Reflection Participation (individual)	25 points
Total:	225 points

TOTAL POINTS/PERCENTAGE: 1495 points 100%

GRADING

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 CALENDAR

This is a tentative calendar of assignments and due dates. Please refer to CourseDen for the accurate daily calendar (due dates are listed by **CHECKLIST** and under **CONTENT**).

DAY 1, 6.3.19 (MONDAY)

READING: (Due Prior to Tuesday) Chapter 1 + Chapter 2 in Strategic Management Communication Text (SMC); Introduction + Chapter 1, 2, 3 of John C. Maxwell Leadership Book (JCM)

VIDEO:

Class Orientation Video (found on CourseDen) + Quiz

ACTIVITIES:

- RCOB Wolf Pact Agreement
- Upload Professional Photo to CourseDen
- Upload Professional Photo to UWG Gmail Account
- Personality Quiz + Reflection Survey
- New Student Information Survey
- Doodle Poll for Synchronous Team Meeting
- Register for Remind.com

MODULE 1:

Chapter 1: What is Strategic Communication?

Chapter 2: Foundations of Communication

Activity: What is your Emotional Intelligence?

DUE (no later than 11:59 p.m. on Monday):

- Upload Professional Photo to CourseDen and UWG Gmail Accounts
- Personality Quiz + Reflection Survey
- New Student Information Survey
- Doodle Poll for Synchronous Team Meeting
- Register for Remind.com

DAY 2, 6.4.19 (TUESDAY)

READING: (Due Prior to Wednesday) Chapter 3, Chapter 4, Chapter 5 (SMC)

MODULE 2:

Strategic Communications Process (Chapter 3, 4, 5); Introduction to Case Studies/Strategic Communication Planning.

DUE:

- Chapter Quizzes: Chapter 1 + Chapter 2
- Emotional Intelligence Quiz + Reflection

DAY 3, 6.5.19 (WEDNESDAY)

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 Tuesday, 6.4.19)

TEAM PROJECT:

- Read Expectations for Team Project
- Begin Discussion Board for Team Policies
- Begin Discussion Board for Eco-Friendly Product/Service Ideas

DUE:

- Review Quizzes: Chapter 3, 4, + 5
- Complete "Meet Your Team Members" Discussion Board
- Coordinate Day/Time Prior by Monday for a Team Meeting on Google Hangouts

DAY 4, 6.6.19 (THURSDAY)

READING: (Due Prior to Class) Chapter 9 (SMC); Chapters 4-10 (JCM)

MODULE 3:

Chapter 9: Communicating with Employees; Collaborating through electronic communications

LEADERSHIP BLOG 1:

Reflection on qualities you currently demonstrate - MUST be a minimum of two (2) qualities

ACTIVITY:

Begin: Green Case Study Analysis (CSA); Green Case Study Strategic Communication Plan (SCP)

TEAM PROJECT:

- Begin Discussion Board for Company Background Ideas
- Begin Discussion Board for Product/Service Description for your Sustainable Business Plan

DUE:

- Complete Discussion Board for Team Policies Ideas (prior to your scheduled team meeting)

- Complete Discussion Board for Eco-Friendly Product/Service Ideas (prior to your scheduled team meeting)

DAY 5, 6.7.19 (FRIDAY)

READING: (Due Prior to Class) Chapter 10 (SMC)

MODULE 4:

Chapter 10: Communicating In + Leading Teams

LEADERSHIP BLOG 2:

Reflection on qualities you plan to demonstrate - MUST be a minimum of two (2) qualities

TEAM PROJECT:

- Begin Discussion Board on Company Background Ideas
- Begin Discussion Board for Product/Service Description Ideas

DUE (all items due by Sunday no later than 11:59 p.m.):

- Leadership Blog 1
- Leadership Blog 2
- Review Quizzes: Chapter 9 + Chapter 10
- Complete Discussion Board for Team Policies Ideas (prior to your scheduled team meeting)
- Complete Discussion Board for Eco-Friendly Product/Service Ideas (prior to your scheduled team meeting)

DAY 6, 6.10.19 (MONDAY)

READING: (Due Prior to Class) Chapter 11 (SMC); Chapters 11-16 (JCM)

MODULE 5:

Chapter 11: Strategic Organizational Communication

LEADERSHIP BLOG 3:

Reflection on qualities you demonstrate and qualities you plan to demonstrate - MUST be a minimum of two (2) qualities

TEAM PROJECT:

- Determine Team Project Responsibilities + Complete Worksheet
- Team Member A: Begin Company Background Submission
- Team Member B: Begin Product/Service Description Submission

DUE:

- Discussion Board on Company Background Ideas
- Discussion Board for Product/Service Description Ideas
- Final Copy of Team Project Responsibility Worksheet (only one team member to submit)
- Final Copy of Team Policy + Expectations (only one team member to submit)

- Team Meeting Google Hangout Screenshot or Photo (only one team member to submit)
- Leadership Blog 3

DAY 7, 6.11.19 (TUESDAY)

READING: (Due Prior to Class) Chapter 6 (SMC)

MODULE 6:

Chapter 6: Communicating in Writing; Communication through Reports; Proposal Development

TEAM PROJECT:

- Team Member A + B: Continue working on Company Background + Product/Service Description Submissions
- Team Member C + D + E: Begin Working on your Designated Sections (Proactively)

DUE:

- Share with ALL Team Members: Company Background
- Share with ALL Team Members: Product/Service Description
- Review Quizzes: Chapter 11 + Chapter 6
- Case Study Analysis (CSA) for Eco-Friendly Case Study (See 6.6.19 for details)
- Strategic Communication Plan (SCP) for Eco-Friendly Case Study (See 6.6.19 for details)

DAY 8, 6.12.19 (WEDNESDAY)

READING: (Due Prior to Class) Chapter 7 (SMC); Chapters 17-21 (JCM)

MODULE 7:

Chapter 7: Communicating in Oral Presentations and Managing Meetings; Video + Quiz on Persuasive Rules of Effective Presentations; Other Relevant Presentation Information

LEADERSHIP BLOG 4:

Reflection on qualities you demonstrate and qualities you plan to demonstrate – MUST be a minimum of two (2) qualities

TEAM PROJECT:

- Team Member C: Begin Statement of Need Section
- Team Member C (or Team Member E): Begin Market Analysis Section
- Discussion Board for Catchy + Memorable Introductions, Conclusions, and Takeaway Item Ideas
- Coordinate Day/Time for Team Meeting to Discuss Statement of Need + Market Analysis Sections (+ Catchy Introductions/Conclusions/Takeaway Items)

DUE:

- *Team Member A - Submit Company Background Section*

- **Team Member B - Submit Product/Service Description Section**
- Leadership Blog 4
- Quiz on Rules of Persuasive Presentations
- Complete Discussion Board for Catchy + Memorable Introductions, Conclusions, and Takeaway Item Ideas

DAY 9, 6.13.19 (THURSDAY)

MODULE 8:

Designing and Delivering Business Presentations; Nonverbal Communication; Listening Skills; Practice Slide Recordings in PowerPoint

TEAM PROJECT:

- Team Member D: Begin Financial Analysis Section
- Team Needs to Select Business Plan Presentation Background + Layout

DUE:

- Share with ALL Team Members: Statement of Need Section
- Share with ALL Team Members: Market Analysis Section
- Review Quiz: Chapter 7
- Submit Practice Slide Recordings in PowerPoint Assignment
- Submit Collecting Images for Team Presentation Assignment

DAY 10, 6.14.19 (FRIDAY)

MODULE 9:

- Finalizing Business Plan Proposal and Presentation
- Shark Tank Critiques – MUST have two (2) critiques
- Selecting Your Leadership Quality for Final Exam

TEAM PROJECT:

- Work on Q + A Slide for EACH Team Member
- Revise Initial Submissions and Continue to Work on Presentation Slides + Recordings

DUE:

- Share with ALL Team Members: Financial Analysis Section
- **Team Member C - Submit Statement of Need Section**
- **Team Member C (or Team Member E) - Submit Market Analysis Section**
- Leadership Quality Worksheet for Final Exam
- Shark Tank Critiques – MUST have two (2) critique worksheets

DAY 11, 6.17.19 (MONDAY)

TEAM PROJECT DAY:

Work on ALL aspects of Team Project Proposal & Presentation. NOTE: It is expected that your team meets via Google Hangout to finalize proposal and presentation (especially related to transitions and revisions).

DUE:

- *Team Member D - Submit Financial Analysis Section*

DAY 12, 6.18.19 (TUESDAY)

TEAM PROJECT DAY:

Work on ALL aspects of Team Project Proposal & Presentation. NOTE: It is expected that your team meets via Google Hangout to finalize proposal and presentation (especially related to transitions and revisions).

DAY 13, 6.19.19 (WEDNESDAY)

TEAM PROJECT DAY:

Work on ALL aspects of Team Project Proposal & Presentation. NOTE: It is expected that your team meets via Google Hangout to finalize proposal and presentation (especially related to transitions and revisions).

DUE:

- *Final Business Plan Presentation with Slide Recordings (Shared on Google Drive)*
- *Final Business Plan Presentation Outline*

DAY 14, 6.20.19 (THURSDAY)

TEAM PROJECT VIDEOS & CRITIQUES:

- Review of all Business Plan Presentations
- Positive Comments on YouTube for EACH Team Presentation
- Peer Review Survey for EACH Team Presentation
- Invest \$1M in Barracuda Cove Investment Business Plans

TEAM PROJECT VIDEOS & CRITIQUES:

- Individual Team Presentation Critique
- Team Project Overall Reflection Survey

FINAL EXAM PREPARATION/LEADERSHIP QUALITY PRESENTATION:

- Begin Creating a Persuasive Leadership Quality Video (Professor will confirm leadership quality)
- Begin Leadership Quality Cover Page and Outline
- Begin Leadership Quality Strategic Communication Plan (SCP)

DAY 15, 6.21.19 (FRIDAY)

DUE (all items below are due by Sunday no later than 11:59 p.m.):

- Final Business Plan Proposal
- Individual Team Presentation Critique

- Team Project Overall Reflection Survey
- Persuasive Leadership Quality Video (Send via Google Drive)
- Leadership Quality Cover Page and Outline
- Leadership Quality Strategic Communication Plan (SCP)

DAY 16, 6.24.19 (MONDAY)

FINAL EXAM:

- Watch all Leadership Reflection Videos
- Post Positive Comments on YouTube for EACH Leadership Quality Presentation

NOTE: Award Ceremony for Winner of Barracuda Cove Investments via Blackboard Collaborative may be on Monday or Tuesday evening based on the consensus of the class (all students **MUST** attend) – Award Ceremony lasts for **ONLY** 30 minutes.

DAY 17, 6.25.19 (TUESDAY)

FINAL EXAM:

- Watch all Leadership Reflection Videos
- Post Positive Comments on YouTube for EACH Leadership Quality Presentation

NOTE: Award Ceremony for Winner of Barracuda Cove Investments via Blackboard Collaborative may be on Monday or Tuesday evening based on the consensus of the class (all students **MUST** attend) – Award Ceremony lasts for **ONLY** 30 minutes.

FINAL EXAM, 6.27.19 (THURSDAY)

UNLESS ALREADY COMPLETED ON MONDAY + TUESDAY:

- Watch all Leadership Reflection Videos
- Post Positive Comments on YouTube for EACH Leadership Quality Presentation

UNIVERSITY-WIDE SYLLABUS INFORMATION:

Please review the “[Common Language for Course Syllabi](#)” for university-wide updates. Even if you have read it before, the most current information is maintained at this site.

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.