

UNIVERSITY of HOUSTON

C. T. BAUER COLLEGE of BUSINESS BAUER ■ MBA

GENB 6A50 - Business Communications Fall 2019 Syllabus (1st session)

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Whatever their level, communication is key for workers to advance. "This is really the ability to clearly articulate your point of view and the ability to create a connection through communication," says Holly Paul, U.S. recruiting leader at PricewaterhouseCoopers.

-"Must Have Job Skills in 2013," The Wall Street Journal, November 18, 2012.

COURSE DESCRIPTION:

This course is designed to help you communicate more effectively, both writing and speaking. It focuses on the practical applications of writing, communicating and presenting within a professional business setting. It has been developed based upon feedback received from employers, faculty and staff who interact with Bauer MBA students, as well as direct input from the MBA Advisory Board.

This course will introduce you to the importance of effective communication skills and will provide the opportunity for you to put them into practice through in-class discussions, group projects, writing assignments and video role-plays. These projects provide the opportunity to examine and improve in communication areas that could inhibit your ability to be effective in a professional setting.

If you participate in class, work closely with teammates and complete assignments on time, you will improve your ability to communicate your ideas and become more effective in representing yourself, your company and its products and services. You also will learn what is necessary to build long-term, profitable relationships with employers, coworkers, classmates and clients.

COURSE OBJECTIVES:

To enhance student proficiencies in the following areas:

- o Communication skills
- o Effective writing
- o Presentation skills
- o Business acumen and professionalism
- o Interpersonal skills

Texts: You can find the case at hbr.org and textbooks on Amazon – links provided below:

- **REQUIRED** – *Henry Tam and the MGI Team* Harvard Business School case study. The case number is 404068.
 - o Link to HBR: <https://hbr.org/product/henry-tam-and-the-mgi-team/404068-PDF-ENG>
- **REQUIRED** – *Crucial Conversations* Harvard Business School case study, The case number is 9-403-027.
 - o Link to HBR: <https://hbr.org/product/crucial-conversations/403027-PDF-ENG>

- **REQUIRED** – *WESTJET: A NEW SOCIAL MEDIA STRATEGY* Ivey Publishing case study. The case number is W16363.
 - o Link to Ivey: <https://www.iveycases.com/ProductView.aspx?id=78802>
- **REQUIRED** - Dare to Lead: Brave Work. Tough Conversations. Whole Hearts. ISBN-13: 978-1785042140, ISBN-10: 9781785042140
https://www.amazon.com/gp/aw/d/1785042149/ref=tmm_pap_title_0?ie=UTF8&qid=&sr=
- **OPTIONAL** - *The Social Styles Handbook: Adapt Your Style to Win Trust* (Wilson Learning Library), by Tom Kramlinger - Link to Amazon:
http://www.amazon.com/Social-Styles-Handbook-Learning-Library/dp/9077256334/ref=sr_1_1?s=books&ie=UTF8&qid=1436816351&sr=1-1&keywords=wilson+learning
- **OPTIONAL** - *HBR Guide to Better Business Writing*, by Bryan A. Garner - Link to Amazon:
http://www.amazon.com/HBR-Guide-Better-Business-Writing/dp/142218403X/ref=sr_1_1?s=books&ie=UTF8&qid=1437415476&sr=1-1&keywords=HBR+Guide+to+Better+Business+Writing&pebp=1437415478316&perid=1EQ7WWTXM66XMC4KHW0B
- **OPTIONAL** - *Crucial Conversations: Tools for Talking When Stakes are High*, by Kerry Patterson & Joseph Grenny - Link to Amazon:
http://www.amazon.com/Crucial-Conversations-Talking-Stakes-Second/dp/0071771328/ref=sr_1_1?s=books&ie=UTF8&qid=1437415554&sr=1-1&keywords=crucial+conversations&pebp=1437415561239&perid=00MFPB70QF3ABR60K5Y9

Supplementary Materials: Available on Blackboard

BLACKBOARD LEARN:

This class will use Blackboard Learn as a course supplement. With Blackboard Learn you can view class notes, download class readings, communicate with fellow students and view grades and course progress at any time. Students are encouraged to log onto Blackboard Learn regularly to stay current with the class.

For immediate communication with the professor, email directly at mrpettiette@bauer.uh.edu. For technical issues (role play videos), please email gabrielponce114@yahoo.com and CC me. **Email is preferred over Blackboard messages. I will respond quickly to emails because I receive them on my phone. I am not able to get Blackboard messages on my phone.**

Instructions for assignments are outlined in Folders on Blackboard under Course Content. This is provided for you to review and access the material to fully understand the guidelines necessary for the course and assignments. Some of the assignments are due via Blackboard and you can attach your assignment utilizing the **Assignments Link**. Please be aware of the material accessible on Blackboard, as well as any messages that are shared with the class.

CLASS ATTENDANCE AND PARTICIPATION:

Classes are a combination of presentation, lecture and discussion, with an emphasis on discussion. **You are expected to participate. One (1) participation point will be deducted if you are late to class. Two (2) participation points will be deducted for your first class absence. Five (5) points will be deducted for each subsequent absence.** The more you come ready to participate, the better the class discussion and interaction, the more you learn and easier the exams and assignments will be. We have a great deal to cover in a short amount of time. For each of you to benefit most from the class it is imperative that everyone be respectful of their peers and professor.

Cell phones, computers, texting, leaving class, or disruptive behavior will not be permitted or tolerated during class. This is a communications course and to learn the skills that are imperative to success in any career, we are going to 'unplug and engage'. This will help us to better develop the ability to observe, listen and interact with others to ensure we are taking in and sending out the messages we want.

COURSE PROCEDURES:

Given the limited number of class meetings, this course will be conducted at an intense pace. Every class meeting has required activities linked to the course objectives. Extensive class participation is expected. Assigned readings and all assignments should be completed prior to class. Assignments are due at the beginning of class and to be handed in to the professor in class, not submitted via email unless you have communicated with the professor ahead of time. Late assignments will not be accepted.

AVAILABILITY OF COUNSELING SERVICES:

Counseling and Psychological Services (CAPS) can help students who are having difficulties managing stress, adjusting to college, or feeling sad and hopeless. You can reach CAPS (www.uh.edu/caps) by calling 713-743-5454 during and after business hours for routine appointments or if you or someone you know is in crisis. Also, there is no appointment necessary for the "Let's Talk" program, which is a drop-in consultation service at convenient locations and hours around campus. http://www.uh.edu/caps/outreach/lets_talk.html

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

COURSE POLICY ON ACADEMIC HONESTY:

The University of Houston Academic Honesty Policy is strictly enforced by the C.T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook which can be downloaded at <http://www.uh.edu/dos/publications/handbook.php>. Students are expected to be familiar with this policy.

BAUER CODE OF ETHICS:

1. Bauer students shall maintain the standard of academic honesty set forth under the University of Houston's Academic Honesty Policy.
2. Bauer students shall respect other students, faculty, staff, and the Bauer environment.
3. Bauer students shall maintain individual accountability and integrity.

MEASURES OF SUCCESS - Final grades will be determined as follows:

Executive Summary	5 points
Persuasive Presentation: Video Role Play	5 points
Persuasive Email – Follow Up	10 points
Team Case Written Report	15 points
Team Case Presentation	15 points
Crucial Conversation: Video Role Play	10 points
Self-assessment	15 points
Peer Evaluation	10 points
Class attendance/participation	<u>15 points</u>
TOTAL	100 points

Grades will be assigned on the following scale:

A	93 - 100 points
A-	90-92.99999
B+	87-89.99999
B	83-86.99999
B-	80-82.99999
C+	77-79.99999
C	73-76.99999
C-	70-72.99999
D	60-69.99999
F	Below 60 points

**MBA Business Communications
Fall 2019 Class Schedule***

Class	Date	Topic	Assignment Due
1	8/21	Syllabus Review and Class Introductions Communication and Your Business Career: Verbal, Nonverbal, Communication Styles, Listening, Writing	PRIOR TO CLASS: Purchase Required Cases, Access to Blackboard, Review Syllabus Take Self Efficacy Survey and Bring to Class
2	8/28	Share top 3 learnings from <i>Dare to Lead</i> Business Writing: Essentials for Success Executive Summary Guidelines/Instructions	Read Part 1 of Dare to Lead Before Class Blackboard Assignment: Fill out and Submit Student Data Sheet Read "2016 Social Media Marketing Industry Report" for class
3	9/4	Presentation Skills: Persuasive Presentation/ Analyzing a Communication Situation Video Role Play Guidelines/Instructions: Persuasive Conversation	Printed - Turn in in class: Team Identification Form PRINTED – Turn in in class: Executive Summary Submission over "2016 Social Media Marketing Industry Report"
4	9/11	Video Role Play: Persuasive Conversation with a Boss	Persuasive Role Play Meet in Room 221-227 MH: Video Labs
5	9/18	Video Role Play Debrief/Feedback Writing Lab Formal Presentation: Enriching the Presentation, Preparing Slides/Other Media and Communicating the Message	PRINTED – Turn in in Class: Persuasive Follow Up Email to Marketing VP

		Guidelines/Instructions for Team Presentation/Paper on Case	
6	9/25	Team Presentations in Class	Team Presentations: Paper and PRINTED Copy of PPT submitted in class
7	10/2	Presentation Debrief/Feedback Crucial Conversations in Business: Using STATE Method to Effectively Communicate in Stressful Scenarios Reflective Review/Course Evaluations Video Role Play Guidelines and Instructions: Crucial Conversations	Finish Dare to Lead Before Class
8	10/9	Video Role Play: Crucial Conversations Role Play Debrief (meet in classroom after role play)	Crucial Conversation Role Play Meet in Room 221-227 MH: Video Labs PRINTED – Turn in in class: Peer Evaluations Take Self Efficacy Survey at End of Class
Final Paper	Due by 11:59 PM CST on 10/12	Review video role plays – Personal Assessment of Communication Skills incorporating: Persuasive Role Play, Team Presentation, Crucial Conversation & HOW you will incorporate what was learned in class into your career	Blackboard Assignment (load on blackboard): Self-Assessment Assignment Final Paper (6 of the 15 points graded on grammar and mechanics - papers with significant grammar and mechanics errors will receive 0 out of 6 on that component of the grade)

**Any changes to the class schedule will be announced in class and posted on Blackboard.*