

BUS 5390: Management Communication Baylor University

Fall 2014

12:30-1:45pm and 2-3:15pm 303 Cashion

INSTRUCTORS

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Texts:

Req. *Management Communication*, 3rd ed. Hattersley & McJannet, McGraw-Hill Irwin, 2008

Req. *Gregg Reference Manual*, latest edition, William Sabin, McGraw-Hill Irwin,

Recommended: *Corporate Communication*, 6th ed. Argenti, McGraw Hill Irwin, 2009

Recommended: *Guide to Managerial Communication*, 10th ed., Munter, Prentice Hall, 2014

COURSE DESCRIPTION

In this class, you will learn how to communicate effectively in business settings, from executive presentations to think-on-your feet opportunities to small-group interaction. You will identify barriers to communication and be given tools to break down those barriers. You will learn the professional report writing process from drafting and revision to proofreading and documentation. You will discuss ethics and other corporate communication issues. Throughout the class, you will acquire communication skills and strategies that will help you reach your career objectives.

COURSE LEARNING OBJECTIVES

1. Identify and overcome communication barriers in business.
2. Learn and apply techniques to improve oral presentation and think-on-your-feet skills.
3. Improve coherence in and execution of business writing.
4. Identify elements and results of giving and receiving effective feedback.
5. Acquire and demonstrate effective techniques for interpersonal communication.
6. Enhance awareness of communicating ethical values and behavior appropriately.
7. Identify and process ethical frameworks, dilemmas, and conflicts of interest.
8. Identify and apply principles for crisis communication and communicating with media.
9. Enhance ability to communicate persuasively and with sensitivity to diverse audiences.
10. Understand and apply principles in communicating change; cross-cultural communication; web-based communication; corporate identity, integrity, and image; principle-centered leadership; and internal/external communication.

COURSE COMPONENTS

1. Team, Case, and Web-based PPT Presentations
2. Professional Report including rough drafts and executive summary
3. Midterm/Quiz
4. TOYF and TOYF-ACE Exercises
5. Ethics Project: Team Case Competition
6. In-class Exercises, Case Analyses, Giving and Receiving Feedback, and Discussion

GRADING: POINTS AVAILABLE

<u>Activity/Assignment</u>	<u>Points</u>
Cola Wars Presentation	50
Team Case Presentation	100
TOYF Application	50
Midterm	100
Memo Proofing Quiz	100
Ethics Project	120
Web Project: Report & Presentation	240
Report Rough Drafts (2 @ 25)	50
Peer Evaluation	40
TOYF – ACE (1 each @ 50)	100
Participation (may include case quiz)	50
TOTAL	1000

Grading Scale

A	920-1000 points
A-	900-919 points
B+	870-899 points
B	830-869 points
B-	800-829 points
C+	770-799 points
C	730-769 points
C-	700-729 points
D	650-699 points
F	Below 650 points

GENERAL INFORMATION

Please note the following information which will be observed consistently throughout your MBA curriculum. Note also, that team assignments are expected to be done collaboratively, with everyone participating. Individual assignments should be done on your own. For final grades, plus and minus grading will be used (A, A-, B+, B, B-, C+, C, C-, D, F)

BAYLOR UNIVERSITY HONOR SYSTEM

Ethics are an integral feature of all personal, social, and professional considerations. Competency in thinking ethically and accepting responsibility for one's actions is essential to personal and professional development. Baylor graduates are committed to their intellectual, ethical, professional, and social development throughout life.

Baylor MBA students have affirmed their commitment to ethical and professional conduct specifically agreeing in writing to the following:

- [Affirmation of Expectations of Professional and Academic Conduct](#)
- [Guidelines for Citations and References](#)
- [Constitution of the Baylor University Honor System](#)

CLASS ATTENDANCE

Active, relevant, continual class participation is expected and appropriately rewarded. The student bears the responsibility for the effect absences may have upon class participation, announced and unannounced examinations, written assignments, reports, papers and other means of evaluating performance in a course. On-time attendance is required for all classes.

TURNITIN.COM

Unless otherwise specified, project reports will be submitted electronically to turnitin.com. The Baylor Student Turnitin web site is <http://www3.baylor.edu/Library/plagiarism/>. This site will give you information about plagiarism and about the Turnitin Plagiarism detection/prevention service. Specific information will be made available as relevant.

MBA PROGRAM GOALS

The MBA learning goals are listed below. While core courses include all goals to some degree, each emphasizes those relevant to its subject. Management Communication incorporates all goals, while emphasizing Goals 3, 4, and 5.

1. To understand and apply theoretical knowledge in integrated fundamental areas of accounting, economics, finance, information systems, marketing, operations management, organization behavior, quantitative business analysis, and strategic management;
2. To think critically, to solve problems effectively, and make decisions strategically across functional areas;
3. To work collaboratively with others in cross-functional teams, and to motivate, lead, and mentor others;
4. To articulate ideas and information effectively and persuasively in every business context.
5. To apply core ethical values of integrity, accountability, and service in all circumstances.

NOTE

There is a separate syllabus addendum for students in the Healthcare Administration Specialization.

Class Topics/Assignments and Schedule

Required Texts: *Management Communication*, 3rd ed., Hattersley & McJanet plus Gregg Reference Manual
 Note: All chapter readings (H&M) are text only. Read and prepare to discuss only those cases listed in **bold**.
 Assignments are due at the beginning of class the day listed. Late assignments are not accepted. See syllabus for additional assignment details. Active, relevant class participation is expected and appropriately rewarded.

Fall 2014
TuTh 12:30-1:45pm and 2-3:15
Cashion 303

<u>Week 1</u>	<u>Topic</u>	<u>Pre/In-class activity</u>
8/26 Sess 1	Intro; Cross-functional Team Dynamics	α exercise, in-class activity
8/28 Sess 2	Writing Topic 1: Assessment Principles, Barriers, Solutions	H&M 1-4
<u>Week 2</u>		
9/2 Sess 3	Executive Presentations, Audience Analysis	H&M 17
9/4 Sess 4	Team Presentations, PPT; Assign Presentations	
<u>Week 3</u>		
9/9 Sess 5	Cola Wars Presentations & Feedback	Cola Wars pres.
9/11 Sess 6	Introduction of Case Presentation Assignments Interpersonal Communication; Giving/Rcvg Feedback; ACE	H&M 9-11;
Case 16		
<u>Week 4</u>		
9/16 Sess 7	Team 3: Lincoln Park (10.1); Team 4: Email Encounter (15.1); Team 5: Uniphone (15.2)	
9/18 Sess 8	Team 1: International Oil (13.2); Team 2: Weymouth Steel (3.1)	H&M case pres.
<u>Week 5</u>		
9/23 Sess 9	Globalization, Compelling Communication; Say it in Six; TOYF	H&M 12-13
9/25 Sess 10	TOYF Presentations	
<u>Week 6</u>		
9/30 Sess 11	MIDTERM	
10/2 Sess 12	Writing Topic 2: Building Blocks to Effective Business Writing	H&M 5-8
<u>Week 7</u>		
10/7 Sess 13	Writing Topic 3: Paraphrasing, Documentation, and Plagiarism	H&M 16
10/9 Sess 14	Writing Topic 4: Report Writing, Social Media, Email	Memo Proofing Quiz

Week 8

10/14 Sess 15
10/16 Sess 16

Introduce Web-Based Project; Team Meetings
Writing Topic 5: Report Writing Process and Components

H&M 15

Week 9

10/21
10/23

Class does not meet due to NY City and Healthcare Trips
Class does not meet due to NY City and Healthcare Trips

Week 10

10/28 Sess 17
10/30 Sess 18

Web Project: Report Check, Team Meetings, PPT
Web Project: Report Conferences; Team Meetings

Submit 1 copy of rough draft
Bring 2 copies of updated draft

Week 11

11/4 Sess 19
11/6 Sess 20
11/07 (Friday)

Business Ethics: Ethical Framework, Conflict of Interest
Communicating Ethics: Ethical Dilemma, Slippery Slope
Ethics Forum: Ethics Project/Presentations

H&M 14
Hal...Dilemma 14.1
As assigned

Week 12

11/11 Sess 21
11/13 Sess 22

Team Web Project: Submit 2 copies of Reports; in class, complete PPT
Communicating with Media, Crisis Communication

Week 13

11/18 Sess 23
11/20 Sess 24

Team Web Project: Oral Presentations: All teams submit 1 copy of PPT handout
Team Web Project: Oral Presentations

Week 14

11/24
11/25 Sess 25
11/27 Sess 26

Focus Firm Presentation Feedback Session (5th Floor CA, 3:30pm)
(No class due to participation in Focus Firm Presentation Feedback)
Happy Thanksgiving!

Week 15

12/2 Sess 27
12/4 Sess 28

TOYF-ACE
Communicating Leadership; **Course Wrap-up**

Peer Evaluation
Final team exercise