KENNESAW STATE UNIVERSITY

Organizational Communication
MGT 8410 –Tuesday Class – Online 5:00 -7:45 p.m.

Professor:	Deborah Roebuck
Office / Phone:	Burruss 339A / 770-423-6364
Office Hours:	By appointment
E-mail:	Please u**se D2Ls your first option**. My alternate e-mail is: droebuck@kennesaw.edu.

E-mail Response: I will make every effort to respond quickly. Sometimes I will not be able to provide an immediate response; however, you can expect a reply generally within 24 hours.

Prerequisite: MGT 8050 or equivalent

Welcome to MGT 8410: Organizational Communication. In approaching this course, two forms of knowledge will be used--recorded and experiential. Recorded knowledge is information generated by others and usually transmitted by the written or spoken word. It permits you to learn things from a great many people and broadens ideas far beyond anything you could ever hope to obtain through your personal lives and daily living.

For an educational effort with an active dimension, you will do experiential learning such as participating in team projects and activities. You tend to learn best when you are interested in the topic and are able to involve yourself in a creative, self-directed fashion in the learning experience. Another major purpose for your learning is to make this course the richest possible learning experience and to give you as much freedom as possible within the limits and structures of the course.

Course Description

In today's business environment, words have more importance and power. Modern technology, rather than decreasing the amount of writing and reading required of employees, has added to it. The importance of the spoken word may equal the written. Professionals use speaking and listening skills in a wide spectrum of activities throughout the workday. Whether writing or speaking, most professionals cannot carry out their job responsibilities successfully without the ability to communicate effectively.

Managerial leadership skills include listening, giving feedback, teamwork, personal ethos, emotional intelligence and cultural literacy, all of which are required to manage and work effectively with individuals and groups. Within the last 20 years, professionals and scholars have realized the overwhelming importance of interpersonal communication on the job. Clearly, everyday face-to-face interpersonal communication skills can make the difference between

success and failure, between sale and no sale, between program adoption and lack of support, between moving up and being stuck, between subordinates who collaborate and subordinates who bicker. Your ability to work and to interact effectively with others will significantly affect your career success. Corporate communication skills enable leaders to become the "company's face and voice" (Barrett, 2010, p. 7) to the broader corporate community, while they communicate the organization's vision, manage corporate image, and deal with crisis communication situations. Your ability to lead through crises and to use social media to communicate the organization's message is a critical set needed in today's organizations.

Course Objectives

This course strives to ensure you possess the communication skills and knowledge needed to assume a leadership role within your organization. By the end of this course, you should be able to do the following.

- Analyze audiences and design tailored communication strategies.
- Plan and deliver individual and team oral presentations confidently and persuasively.
- Structure and write effective business documents.
- Integrate high-quality graphics into oral presentations.
- Work constructively in teams, manage team meetings, and evaluate peers effectively.
- Communicate coherently, clearly, concisely, and confidently.
- Understand the basic communication processes and how they operate in organizations.
- Analyze and solve communication problems.
- Apply course information and skills to personal experiences in your career setting(s) and seek continued self-improvement.
- Understand how leaders use effective, strategic communication to help achieve business objectives.
- Realize how communication can build relationships with multiple internal and external stakeholders.
- Create understanding and insights with practical applications into measuring and valuing the impact of communication on corporate reputation, sales growth, employee productivity and retention, investor relations, and community outreach.

Desire to Learn [D2L]

Please check the site frequently during the week. When you sign in, any new announcements relative to changes or clarifications will be visible in a pop up window. This course is dependent on D2L, so I highly recommend not waiting until the last minute to meet deadlines; that way if you encounter problems, you will have time to remedy them before the deadline. If you experience technological problems, please contact Tech Support (770-423-6999) immediately. However, you will need to take responsibility to verify ISP problems and to contact your ISP if you perceive you have a problem. In the case of documented emergencies, I will accept assignments sent to my regular email address (droebuck@kennesaw.edu).

Course Materials

Dealing with People You Can't Stand: How to Bring Out the Best in People at their Worst by Rick Brinkman and Rick Kirschner, Third Edition, McGraw Hill.

Communication Strategies for Today's Managerial Leader by Deborah Roebuck, 2012, Business Expert Press, ISBN 978-1-60649-199-7

Communication Preference Profile by Michelle K. Johnston, Larry L. Barker, and Kittie W. Watson, 2011, Innolect, Inc. It does not have an ISBN number. Address for publisher is PO Box 3099, Tega Cay, CA 29708, 803-396-8500 and www.innolectinc.com

Emotional and Social Competency Inventory, University Edition by Daniel Goleman. Follow this link to register, pay, and take this assessment.

https://surveys.haygroup.com/pr.asp?language=en&custom=0&id=D67EE38EB0948A3BB8BFB151507E0 6F8A429ABB909628D48A6ED25B376620960D223570FE2269292F09F9581ADD3E76EA3D36D94C16FCC 0D27D32A92E3675B45D37DD05E962E48DFE2704B7144CF78C1DFAF4AB3C4DA7F5E33B6A9CD5E26F4C 3555D68A906466C630834FFA9EC340FD26DC7AB31EB005BAB6925EFF41F446BB8D42F3B0EF583A9C2C 35242BF776EA60FE3C007CD5701B3F62FB8E95E53CC4AF6A827

Required Technology: You will use a webcam and an external microphone each week during the on-line classes. You will need a strong and fast internet connection.

Course Guidelines and Expectations

You should attend every online session. If you have an emergency or illness, you will be asked to watch the recording of the class session.

All assignments will be typed and in final business format. **Please review Appendix B in your Roebuck text.** Appropriate English usage is a critical foundation. I assume you have achieved a high level of English competency by this point in your education. Proofread all written assignments, as you will lose points for mechanical and typographical errors. You should know the mechanics of business writing and the basic rules of grammar. If you would not send it at work, do not submit it. I will ask you to redo the assignment if I perceive that your work is not professional and then your assignment will be worth a maximum of one-half credit. **You must copy/paste the readability and passive writing statistics summary report to the last page of every assignment, which the exception of the Participation and Peer Evaluation Assignments] or you will lose points. You do this by:**

1. Run the Grammar/Spell Check.
2. Once you have the Summary Report, hit Control/Print Screen.
3. Hit the "Ok" on the Grammar Summary Report.
4. Go to the last page of your assignment and paste.

Please submit all assignments in the appropriate Drop Box in D2L**. I will accept late assignments up to one week after the due date for a maximum of one-half credit; however, you will have to send them to me by email, as D2L does not accept late assignments.**

General Introduction to Online Etiquette

The Golden Rule applies to online interactions. When interacting with your peers, please try not to take an impersonal attitude to discussions or e-mails when you are not face-to-face.

The advice concerning online etiquette should remind you of the basics:

- Be careful posting or emailing anything personal to you or others. Be considerate and kind to classmates.
- If your message is for a specific person or group, make sure you address it to that individual or team. Realize, however, you may have others reading those messages.
- Make sure everyone knows when you are trying to be funny. With virtual interaction, your messages may be misinterpreted since no physical gestures or voice inflections accompany your text.
- When responding to someone's comments, please explain to whom and to what you are responding. You do not have to include the whole posting, but you should try to use appropriate quotes or a summary.
- Remember to read what others have posted to avoid repeating comments.
- Make sure you are posting under the appropriate heading or thread.
- Cite your references.
- Be brief when communicating. Since reading other's comments or articles can be time consuming, you should try to be direct and get to the point.

[Source: http://www.emoderators.com/dltutorial/discussion_board_etiquette.htm (accessed August 2, 2007)]

Discussion Forum Policies

When you post to the Class Cafe, you write to everyone, therefore, you should address matters of a personal nature through e-mail. Please remember to take extra care and courtesy when communicating in an on-line forum. Discussion posts may, at times, read more harshly than you may have intended.

Please do not share non-course related inquiries, complaints, concerns, or grade inquires within the Classroom Forum. Please address these matters privately with me through D2L e-mail.

Online Concierge – Help Desk

Net ID	Access to D2L requires a valid and functional NetID. If you experience problems logging in, go to https://netid.kennesaw.edu/

| | If you are having difficulties with logging into D2L, please call 770-423-6999 or email them at service@kennesaw.edu. |
| D2L | Go to: http://d2l.kennesaw.edu/ to Log into your course. |

D2L has specific browser requirements and JAVA software requirements. The University System of Georgia has developed a browser checker. Please visit: http://www.usg.edu/usgweb/browserchecker/ to determine if your default browser is compatible.

Help for D2L is available from the USG On-line Support Center: http://help.view.usg.edu. You can find answers to the most frequently asked questions regarding Vista in the Online Support Center Knowledge Base. Enter key words in the search box on the top left and click Search.

If you cannot find the information, you need in the available Knowledge Base articles, or if you wish to discuss your support needs with Online Support Center Helpdesk personnel, you may contact them toll-free by calling 877-708-2910. For hearing impaired users, please dial 866-334-9180 (also toll-free).

Pop-Ups

D2L relies on Pop-Ups. If you have your pop-up blocking software enabled, use the right-click option to allow Pop-Ups from https://u.view.usg.edu, or disable pop-up blocking from your Tools drop down menu.

JAVA

D2L and Wimba rely on Java to display your screens. Certain versions of JAVA are not compatible. A safe version is JAVA 2 PLATFORM STANDARD EDITION (J2SE) 5.0 Update 5.

Go to http://java.sun.com/products/archive/j2se/5.0_05/index.html to download this version. Choose the Windows Online Installation, Multi-Language.   Note: You must remove older versions of JAVA first – please follow the UNINSTALL instructions.

Periodically, your computer will remind you about JAVA updates, and state you need to install newer versions of JAVA. Please ignore these update reminders. You want to ensure that you are running JAVA 5.0 Update 5. Updated versions 9 and 10 have operated successfully; you may try these versions. If your operations time out or fail – resume use of version 5.

Available Downloads

For win/mac java upgrades:

http://www.usg.edu/usgweb/browserchecker/getjava.phtml

For adobe acrobat:

http://www.adobe.com/products/acrobat/readstep2.html

For RealPlayer:

http://www.real.com/

For QuickTime:

http://www.apple.com/quicktime/download/

Technology Basics and Skills

Along with self-motivation and time management skills, online learning requires you to have an up-to-date computer, proficiency in common software package, a reliable network connection, and the ability to access resources electronically. Online learning can be a wonderful experience, but not everyone learns best using this channel. Please complete the Student Online Readiness Tool provided by the University System of Georgia at the following link: http://alt.usg.edu/sort/. Six short surveys will help you decide if an online course will work for you.

Online learning requires access to computer resources. Generally, basic standards include a recent (less than three years old) computer (either a PC or an Apple), at least Microsoft Office 2007 (including Word, PowerPoint, and Excel) and recent versions of free media players (e.g. RealPlayer, Windows Media Player).

Your internet connection will also be important to your ability to access information. Please use a high-speed internet connection for this class.

You should be proficient with the basic functions of standard software packages (e.g., MS Word, MS Excel, MS PowerPoint, and Adobe Reader) and standard players (e.g., QuickTime, Windows Media Player). A list of primers on many of these technologies is available at https://its.kennesaw.edu/booklets/.

A strong knowledge of the Desire 2 Learn course management system is needed for participation in this course.

Course Activities

Managerial Leadership Communication Self Development Plan—300 Points

This assignment provides you with an opportunity to focus on your specific areas of needed communication improvements and allows you to create a clear roadmap for reaching defined strategic, managerial and interpersonal, oral and written communication improvement goals. You will self assess your skills and you will ask others about your strengths and opportunities. You meet with those individuals to discuss their ideas for self-improvement strategies relative to your managerial leadership communication. You will compile the results into a three-part Managerial Leadership Communication Development Plan.

Peer Evaluation--200 points

The peer evaluation process allows you to provide BET and BEAR feedback for your team members. You will assess the strengths and areas for development of fellow teammates. You should provide on-going feedback to your team members throughout the semester. You should think of this as practice for supervision; therefore, you should analyze the work carefully and make your feedback fair and honest. You should provide objective, specific, constructive, and honest feedback while at the same time being tactful and thoughtful. The feedback you give to your peers should be meaningful. You should remember to provide both positive (80 percent) BET and constructive (20 percent) BEAR feedback.

Participation Reflection--140 Points

Your degree of engagement in the class has an enormous effect on the quality of course. While participation begins with class attendance (you cannot participate if you are not present), it requires effort on your part to share your thoughts and opinions with the class. Further, participation does not just mean 'talking in class;' the quality of comments is just as important as the quantity of comments. Comments exhibiting characteristics such as thoroughness, originality, creativity, and insightfulness make the greatest contribution.

On-line Discussions—100 Points

You will provide your answers to each case that accompanies the five chapters of the Roebuck text and on readings from the Brinkman book. Then you will comment, ask questions, and facilitate discussion by responding to postings of your peers.

Written Communication Exercises—50 Points

You will complete some exercises for Chapter 4 of Roebuck. These exercises will used in class as we discuss Chapter 4.

Organizational Communication Report and Presentation--300 Points

As a team, you will complete an organizational communication audit, write up a report on your findings, and present those findings in an oral team presentation where you will ask members of the organization you study to attend. You will diagnose the health of an organization's communication system through surveys and interviews and offer suggestions of how to "fix" any problems. Using both primary and secondary data, you will write a report that draws on your analysis and offers recommendations, which you will give to the organization you study.

Grading

1090-981	A
980 to 872 Points	B
871 to 763 Points	C
762 to 654 Points	D
Below 653 Points	F

Format   Unless stated otherwise, you should single-space your assignments with double-spaces between paragraphs. Formatting, organization, clarity, grammar, punctuation, and spelling of your written work are important and can make a difference of at least one letter grade.

Deadlines   You must **submit your assignments by 11:59 p.m.** on the associated due date. Each assignment has a designated day for submission.

NOTE: Watch for announcements posted to your My D2L page (where your course listing is located) for periodic **'scheduled maintenance' times, which may affect your ability to submit assignments in a timely manner. Plan accordingly!

**Assignment
Submission**   You will submit all assignments through D2L. You will find your Assignments in the DROPBOX (seen when you click Assignments on your toolbar). When submitting your assignment, use the Add Attachment feature (on the right side of the submission window). From ADD ATTACHMENT:

1. Select the UPLOAD FILE button
2. BROWSE for your file
3. SAVE the file
4. ADD the SELECTED FILE
5. SUBMIT the assignment

The Assignment will move from the DROPBOX tab – to the SUBMITTED tab. Please check the file under the Submitted tab to ensure you have submitted the correct file.

If you need to change or update the file, use the icon to the right of the file name to bring the assignment back to the DROPBOX. You will repeat the process to re-submit. When I have graded your assignment, you will see it appear under the GRADED tab. Click on the name of the assignment to view your scores and comments. Please note, team assignments will only show up in "My Grades" for the individual who submitted the assignment. Therefore, if you submit a team assignment, please share the score and the graded assignment with your teammates.

In the event of a server failure or act of God, you will submit assignments through campus email. At minimum, you should notify me [voice mail and e-mail] of the submission problems PRIOR to the expiration time of the assignment.

**NOTE: Please do not wait until a few minutes before the assignment is due to submit your file. Depending on file size and the processing speed of your computer, the upload may take some time. When you submit your assignments, the system records the time.

Feedback

I will try to turn around assignment within one week of the due date. However, some assignments may take me longer than one week to return. For example, oral presentation grades and team projects may take longer depending on the complexity of the submitted work.

Late Assignments **Late assignments will suffer a <u>50% reduction in grade</u>.**

You will receive no credit for assignments that you submit more than seven calendar days late. 'One day' is defined as 24 hours from original due date (for example, if due at 8:00 a.m. on July 15, late assignment must be submitted by 8:00 a.m. on July 16). You may submit your late assignments through WebCT Vista unless otherwise stated.

System Errors

If you have an assignment that becomes late due to system or connection errors, please make immediate contact with the professor. **This policy does not apply to scheduled maintenance**. You should send an email documenting the problem and/or:

1. Take a snapshot of the error message
2. Hit the print screen button on your keyboard
3. Open a word document
4. Hit paste to transfer the snapshot to MSWord
5. Send it by email before the assignment submission time

**NOTE: Acceptance of late assignments is at the discretion of your instructor.

Accessibility of Online Courses

All online courses comply with the Americans with Disabilities Act. Please contact Student Services at http://www.kennesaw.edu/stu_dev/home/home.html or refer to the Kennesaw State University policy statement on Students Rights & Responsibilities, available at http://www.kennesaw.edu/student_life/forms/shb/student_rights.pdf of the KSU Student Handbook.

KSU Writing Center

The KSU Writing Center is a free service offered to all KSU students. Experienced, friendly Writing Assistants will work with you to become a better writer--regardless of your strengths or weaknesses. Commonly

covered writing strategies include topic development, organization, revision, research, source documentation, and grammar, but the Writing Center listens to and works with each writer individually. To schedule an appointment, please visit http://www.kennesaw.edu/english/WritingCenter, or stop by Room 242 in the English Building.

Disabled Student Support Services   Please click on the link below to see the support offered.
http://www.kennesaw.edu/stu_dev/dsss/policies.html

Fundamentals

Plagiarism: Plagiarism is unacceptable. You cross the line when you do not give credit to others for their thoughts, ideas, and words. Especially in your written work, make every effort to distinguish between your original ideas and ideas you borrow from others by referencing their work and preparing a bibliography. If you choose to reference company documents (annual reports, marketing literature, etc.), cite those as well.

Confidentiality: Several assignments in this course involve discovering, analyzing, and presenting information that is sensitive in nature. I pledge I will not share your work with any other person and the information contained within those documents will only be used for assessing your performance on a given assignment.

Academic Integrity. All work must be completed within the terms of the assignment, i.e. individual work must be completed individually, and teamwork must be completed only by the members of a team. While you are encouraged to study together and to discuss with others the issues and ideas of the class, all individual work you turn in for grading purposes must be original.

Policy from the KSU Student Code of Conduct

Every KSU student is responsible for upholding the provisions of the Student Code of Conduct, as published in the Undergraduate and Graduate Catalogs. Section II of the Student Code of Conduct addresses the University's policy on academic honesty, including provisions regarding plagiarism and cheating, unauthorized access to University materials, misrepresentation or falsification of University records or academic work, malicious removal, retention, or destruction of library materials, malicious/intentional misuse of computer facilities and/or services, and misuse of student identification cards. Incidents of alleged academic misconduct will be handled through the established procedures of the University Judiciary Program, which includes either an "informal" resolution by a faculty member, resulting in a grade adjustment, or a formal hearing procedure, which may subject a student to the Code of Conduct's minimum one semester suspension requirement.

Class Schedule

Week of January 8 through January 14

Assignments to Complete:

1. Watch Wimba Introduction from Professor.
2. Review Syllabus and Assignments.
3. Read Wimba Participant's Manual.
4. Record a Wimba Three Minute Introduction of you with PowerPoint in a standing position by January 15.
5. Do a second Wimba recording of the same presentation, but in a seated position by January 15.
6. Complete Usage and Writing Assessments and submit in Drop Box by January 15 at 11:59 p.m.
7. Complete Managerial Leadership Communication Competencies self-assessment by January 15 at 11:59 and submit in Drop Box.
8. Complete Getting to Know You in Classroom Forum by January 14 and comment on your peers by January 21.

Week of January 15 through January 21

Assignments to Complete:

1. Read Pages 129-151 in Chapter 3 of Roebuck.
2. Complete Communication Preferences Profile by January 21.
3. Submit Participation on January 21 by 11:59 p.m. in D2L.

Week of January 22 through January 28

Assignments to Complete:

1. Read Chapter 4 of Roebuck.
2. Complete Business Writing Exercises and submit by in the Dropbox on January 28.
3. Submit Participation on January 28 by 11:59 p.m. in D2L.

Week of January 29 through February 4

Assignments to Complete:

1. Read Chapters 24, 25, and 26 of Brinkman.
2. Submit Part 1 of Managerial Leadership Communication Plan Due by 11:59 p.m. on February 4 in D2L.
3. Post your Comments to the On-line Case Discussion from Chapter 4 by February 4. Then comment on at least five of your peer's comments. All comments and posts should be posted by 11:50
4. p.m. on February 11.
5. Submit Participation on February 4 by 11:59 p.m. in D2L.

Week of February 5 through February 11

Assignments to Complete:

1. Read Chapter 1 in Roebuck.
2. Read Chapters 1-3 in Brinkman.
3. Post your Comments to the On-line Case Discussion for Chapter 1 by February 11. Then comment on at least five of your peer's comments. All comments and posts should be posted by 5:00 p.m. on February 18.
4. Submit Participation on February 11by 11:59 p.m.

Week of February 12 through February 18

Assignments to Complete:

1. Read Chapter 2 in Roebuck.
2. Complete EQ Assessment and Conflict Assessment.
3. Submit Participation on February 18 by 11:59 p.m. in D2L.

Week of February 19 through February 25

Assignments to Complete:

1. Read Chapters 4-6 in Brinkman.
2. Post your Comments to the On-line Case Discussion for Chapter 2 and Chapters 4-6 of Brinkman. Then comment on at least five of your peer's comments. All comments and posts should be posted by midnight on March 4.
3. Part 2 of Managerial Leadership Communication Plan Due in Dropbox by 11:59 p.m. on February 18.
4. Submit Participation on February 25 by 11:59 p.m. in D2L.

Week of February 26 through March 4

Assignments to Complete:

1. Read Chapter 5 in Roebuck.
2. Post your Comments to the On-line Case Discussion for Chapter 5 by March 4. Then comment on at least five of your peer's comments. All comments should be posted by March 11.
3. Submit Participation on March 4 by 11:59 p.m. in D2L.

Week of March 5 through March 11

Assignments to Complete:

1. Read pages 152-174 in Roebuck.
2. Read Chapters 7-9 in Brinkman.
3. Part 3 of Managerial Leadership Communication Plan Due in Dropbox by 11:59 p.m. on March 11.
4. Submit Participation on March 11 by 11:59 p.m. in D2L where you share your reflections from the on-line discussions and your team meeting.
5. Work on Team Project.

Week of March 12 through March 18

Assignments to Complete:

1. Post your Comments to the On-line Case Discussion for Chapter 3 and Chapters 7-9 in Brinkman by March. Then comment on at least five of your peer's comments. All comments should be posted by March 25.
2. Work on Team Project.

Week of March 19 through March 25

Assignments to Complete:

1. Read Chapters 10-13 of Brinkman.
2. Submit Participation on March 25 by 11:59 p.m. in D2L where you share your reflections from the on-line discussions and your team meeting.
3. Work on Team Project.

Week of March 26 through March 28

Assignments to Complete:

1. Read Chapters 14-16 of Brinkman.
2. Submit Participation on March 28 by 11:59 p.m. in D2L where you share your reflections from the on-line discussions and your team meeting.
3. Work on Team Project.

Week of March 29 through April 4

Spring Break

Week of April 5 through April 11

Assignments to Complete:

1. Read Chapters 17-20 of Brinkman.
2. Submit Participation on April 11 by 11:59 p.m. in D2L where you share your reflections from the on-line discussions and your team meeting.
3. Work on Team Project.

Week of April 12 through April 18

Assignments to Complete:

1. Read Chapters 21-23 of Brinkman.
2. Submit Participation on April 18 by 11:59 p.m. in D2L where you share your reflections from the on-line discussions and your team meeting.
3. Work on Team Project.

Week April 19 through April 25

1. Teams work on project.

Week April 26 through April 30

On-line Team Presentations

Assignments to Complete:

1. Submit Written Report on April 26 at 11:59 p.m.
2. Submit PowerPoint on April 28 at 11:59 p.m.

Week May 1 through May 7—Finals Week

1. Submit peer evaluations May 3 by 11:59 p.m. in D2L