

WE '03

BU 309¹⁰ – Effective Communications Management
Chaminade University of Honolulu • Schofield Barracks – Building 560

Winter 2003

COURSE MEETS: MW: 1730-2140, Jan. 13 – Feb. 19

INSTRUCTOR: Ms. Stacia Garlach
CONTACT: Cell phone: (808) 779-4144
OFFICE HOURS: By appointment only

TEXT: Adler, R. B. and Elmhorst, J. M. Communicating at Work: Principles and Practices for Business and the Professions (6th Ed.). Boston: McGraw-Hill College.

Goldstein, N. (Ed.). Associated Press Stylebook and Briefing on Media Law. Cambridge, Massachusetts: Perseus Publishing.

COURSE DESCRIPTION

BU 309 Effective Communications Management (3)

Developmental exercises and practical applications in writing, speaking, planning and styling of business communications. Survey of ancillary communication messages (parakinesics, dress, etc.). Offered every semester. Prerequisites: BU 200.

This course provides instruction and practice in fundamental types of techniques for both written and oral communication required to meet the needs of today's competitive business world. The focus is on developing a working knowledge of theory and skills for interpersonal communication, conducting a job search, working in groups and teams, and making individual and group presentations. Emphasis is on communication skill building through collaborative projects. Proficiency in these areas is indispensable in any professional or managerial position.

COURSE OBJECTIVES

The objective of this course is to assist each student in learning how to:

- communicate orally with individuals and groups effectively, efficiently and confidently.
- manage, facilitate and participate effectively in teams.
- develop employment search and interviewing skills.
- use current electronic technology in business communication.
- develop and demonstrate an understanding of the importance of intercultural communication.
- write clearly using concise, understandable and correct grammar and syntax.

EXPECTED RESULTS

As a result of taking this course, each student should be proficient in the following areas:

Oral Communication:

- Prepare and present a formal business presentation using all of the elements of effective speech making, visual aids, and non-verbal communication within the established criteria.
- Demonstrate the use of interpersonal skills when communicating individually using such skills as establishing rapport, recognizing body language, and matching various behaviors.

Teamwork:

- Learn effective team dynamics (i.e., facilitation, participation, management) necessary for problem solving, decision-making and project management.
- Prepare and present a formal group presentation using all of the elements of effective collaborative speech making, visual aids, and non-verbal communication within the established criteria.

Searching for Employment:

- Learn effective industry research, write résumés and other documents relating to the job search such as application letters, and follow-up thank-you letters.
- Develop effective interviewing techniques through strategy development, role-play and evaluation.

Intercultural Communication:

- Develop an understanding of intercultural communication and workplace diversity.

Written Communications:

- Prepare typical business documents such as business memos, letters, email, résumés, reports, proposals, and reflective papers using correct format, grammar and syntax.

CLASS POLICIES

Attendance and Class Participation: The most effective way to learn is a combination of reading, discussion and hands-on experience. For this reason, most class sessions will include small and large group discussions and individual and group activities. **Therefore, your attendance and relevant participation are essential.** To qualify for an excused absence, students must provide a doctor's note **in the event of an illness**, official authorization in the event of a school-related activity, or adequate documentation for other extenuating circumstances that may arise. Absent students are still responsible for class assignments. All assignments missed due to an excused absence are due upon return to class. Any student who misses class on the day of their scheduled presentation will receive a zero (0) for the assignment – **no make-ups.**

Academic Honesty: It is the responsibility of the student to acquaint him/herself with the explicit Chaminade policies regarding academic honesty. All such policies apply to this class.

Important Note: The instructor believes that you are entitled to your own personal opinions and beliefs and their nature will not affect your grade in any manner. However, all students are expected to behave in a mature manner and respect the opinions, beliefs and contributions of all other members of the class.

COURSE REQUIREMENTS

Each student must understand and follow the course syllabus. Following directions, policies, and procedures is a critical element of business communication. Dates for assignments are tentative and will only be changed by the instructor as needed. All students will be given advance notice if any changes are made. Assignments are defined as all written/oral projects, all examinations, and all readings outlined in the syllabus. Assignments must be turned in/or presented on the date due to get full credit. **As a general policy late assignments will not be accepted!** The instructor will schedule all oral presentations. All team members will be assigned to teams as determined by the instructor.

Written Assignment Requirements: Written assignments must be prepared and submitted in the typical memorandum format to conform to professional standards. Use a computerized word processing program and print on 8 1/2 x 11 -inch paper; with one-half inch margin at the top, one-inch margins at the bottom and sides, and with 12-point font size, unless otherwise instructed. If more than one page is used, pages should be numbered and stapled in the upper left-hand corner. Assignments typed on a typewriter are acceptable but not recommended. Printing should be dark enough to be read easily. **Hand-written assignments will not be accepted!**

Oral Assignment Requirements: All oral assignments will be prepared and presented in the proper format to conform with professional standards.

INDIVIDUAL ASSIGNMENTS

Career Research Project: The individual employment project will consist of six components: (1) accomplishments list, (2) informational interview, (3) cover letter, (4) résumé, (5) reference list and (6) thank you, follow-up letter. Documents must be prepared as though you are submitting them to an actual employer for employment consideration.

Learning Assessment Memoranda: To help you in your effort to make this course useful to you both professionally and socially, as well as to further enhance your learning, each individual is required to write reflective memoranda about what he/she is learning in class. Each memorandum should identify the assignment number in the subject line (i.e. *LAM 1*) and be approximately one page in length, not to exceed two pages. **Your memoranda are to contain the following headings and include commentary as to:**

- **Application:** How you would apply what you have learned from class discussions, exercises, readings, and group experiences to professional and social situations.
- **Content:** Thoughts you have related to the texts' content, other readings class discussions, and in-class activities.
- **Group Process:** What you have learned about group dynamics/teamwork.
- **Self-awareness:** An assessment of your own performance relative to your level of contribution to your group and to the class.

GROUP ASSIGNMENTS

Group Project: The price paid for cultural misunderstandings is high. Developing greater insights into the differences among cultures and understanding how business is conducted in different countries can open the door of opportunity. In this age of increased global contact, it is essential that we become interculturally aware and competent.

Each team will research a country as if you were planning to conduct business in that country, prepare a contract, a written proposal, a progress report, and write a formal report. The general purpose of this project is to inform your audience about how to do business with the people of your country focusing on the cultural, legal, and communication aspects. The group project will consist of five components: (1) contract, (2) project proposal, (3) progress report, (4) oral presentation, and (5) formal report. Projects will be presented orally in class with all group members involved using supporting materials. **Thirty (30) minutes will be allowed for each presentation including preparation time, questions, and answers.** Specific details will be covered in handouts.

Important Note: All students are expected to cooperate fully with other group members. This will include attending group meetings outside of class, completing assignments on time and participating actively in their groups. **Group members who fail to participate or who miss meetings or classes may be subject to expulsion from the group receiving zero points for the team projects.** Peer evaluations will be a considerable part of the project grade.

EXAMS

There will be three (3) exams on the materials covered throughout the course. There will be **no** makeup exams.

COURSE GRADING EVALUATION

Each individual's performance will be evaluated based on her or his ability to demonstrate the following criteria:

- To follow instructions and prescribed format.
- To clearly and properly organize, express and support all ideas presented.
- To present a professional quality finished product.
- Attendance, punctuality and class & group participation.

	Assignments	Weight Values
Individual Assignments (variable)	425	42.5%
Learning Assessment Memoranda (4 @ 25 pts. each)		
Accomplishments List @ 50 pts.		
Career Research Project:		
Information interview @ 50 pts.		
Cover letter @ 50 pts.		
Résumé @ 50 pts.		
Reference list @ 25 pts.		
Follow-up thank-you letter @ 50 pts.		
Performance appraisal @ 50 pts.		
Group Assignments	275	27.5%
Team contract @ 25 pts.		
Team project proposal @ 25 pts.		
Team project progress report @ 25 pts.		
Team project oral presentation @ 100 pts.		
Team formal report @ 100 pts.		
Exams (3) @ 100 pts.	300	30%
TOTAL POINTS POSSIBLE:	1,000	100%

GRADING SCALE

90% to 100%	=	A	=	900 to 1,000 pts.
80% to 89%	=	B	=	800 to 899 pts.
70% to 79%	=	C	=	700 to 799 pts.
60% to 69%	=	D	=	600 to 699 pts.
0% to 59%	=	F	=	0 to 599 pts.

TENTATIVE COURSE SCHEDULE

WEEK	DATE	ASSIGNMENT
1	Mon., Jan. 13	Introduction and self presentations <i>Communication at work</i> (Chapter 1)
	Wed., Jan. 15	<i>Communication, culture and work</i> (Chapter 2) Organizational culture discussion: divide into groups, discuss assignment. VOICEMAIL ASSIGNMENT DUE
2	Mon., Jan. 20	<i>Verbal and non-verbal messages</i> (Chapter 3) EMAIL "LAM" MEMO & ACCOMPLISHMENTS LIST DUE <i>Listening</i> (Chapter 4) Approaches to listening, reasons to be a good listener RESUME, REFERENCE LIST, THANK-YOU NOTE DUE
	Wed., Jan. 22	<i>Interpersonal skills</i> (Chapter 5) Catch-up discussion EXAM #1 (Chapters 1-5)
	Mon., Jan. 27	<i>Principles of interviewing</i> (Chapter 6) <i>Types of interviews</i> (Chapter 7) TEAM CONTRACT & PROPOSAL DUE
3	Wed., Jan. 29	<i>Working in teams</i> (Chapter 8) <i>Effective meetings</i> (Chapter 9) TEAM PROGRESS REPORT DUE
	Mon., Feb. 3	<i>Developing the presentation</i> (Chapter 10) Catch-up discussion EXAM #2 (Chapters 6-10)
	Wed., Feb. 5	<i>Organizing your ideas</i> (Chapter 11) <i>Verbal and visual support in presentation</i> (Chapter 12)
5	Mon., Feb. 10	<i>Delivering the presentation</i> (Chapter 13) <i>Informative, group and special-occasion speaking</i> (Chapter 14) TEAM FORMAL REPORTS DUE TEAM ORAL PRESENTATIONS BEGIN
	Wed., Feb. 12	<i>Persuasive presentations</i> (Chapter 15) TEAM ORAL PRESENTATIONS
6	Mon., Feb. 17	NO CLASS – PRESIDENT’S DAY
	Wed., Feb. 19	PEER EVALUATIONS DUE EXAM #3 (Chapters 11-15)