

# UNIVERSITY of HOUSTON

## C. T. BAUER COLLEGE of BUSINESS BAUER ■ MBA

### GENB 7A97 Business Communications Fall 2013 Syllabus

**Instructor:** Dr. Jacqueline Kacen  
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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 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.

#### **COURSE OBJECTIVES:**

To enhance student proficiencies in the following areas:

- Effective writing.
- Presentation skills.
- Business acumen and professionalism.
- Interpersonal skills.

#### **REQUIRED COURSE MATERIAL:**

**Text:** *Management Communication: An Online Course*. Harvard Business Publishing. December 2012. Product Number: 4337-HTM-ENG.

**Case:** *Grosch: Growing Globally* by Pankaj Ghemawat. Harvard Business Publishing. May 6, 2011. Product Number: PG0-001.

Supplementary Materials: Available on Blackboard.

#### **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. Late assignments will not be accepted.

**ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:**

Students in this course who need accommodations for any sort of disability should contact the Center for Students with Disabilities (CSD), 307 Student Service Center (713-743-5400-voice, 713-749-1527- TTY) by September 3, 2013. Reasonable accommodations for persons with documented disabilities will be provided. If you feel you need accommodations in this course, please let me know before September 9, 2013.

**COURSE POLICY ON ACADEMIC HONESTY:**

The University of Houston Student Handbook (<http://www.uh.edu/dos/publications/handbook.php>) presents the University’s policy on academic honesty. Students should be aware that anyone who engages in actions prohibited by the University’s policy on academic honesty (e.g., cheating, plagiarism) will be subject to disciplinary action and may not receive credit for this course.

**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 Memo  | 10 points       |
| Self-assessment: Persuasive Presentation Video Role Play | 5 points        |
| Conflict Management: Video Role Play                     | 10 points       |
| Self-assessment: Conflict Management Video Role Play     | 5 points        |
| Team Case Written Assessment                             | 15 points       |
| Team Case Presentation                                   | 15 points       |
| Peer Evaluation  | 5 points        |
| HBP Management Communication Writing Section Exam        | 10 points       |
| HBP Management Communication Presenting Section Exam     | 10 points       |
| Class attendance/participation                           | <u>5 points</u> |
| TOTAL  | 100 points      |

**Grades will be assigned on the following scale:**

|    |                 |
|----|-----------------|
| A  | 93 - 100 points |
| A- | 90-92           |
| B+ | 87-89           |
| B  | 83-86           |
| B- | 80-82           |
| C+ | 77-79           |
| C  | 73-76           |
| C- | 70-72           |
| D  | 60-69           |
| F  | Below 60 points |

**MBA Business Communications  
Fall 2013 Class Schedule\***

| <b>Class</b> | <b>Date</b>   | <b>Topic</b>   | <b>Assignment Due</b>  |
|--------------|---------------|--|--|
| 1            | Week of 8/27  | Syllabus Review and Class Introductions<br><br>Communication and Your Business Career: Verbal, Nonverbal, Communication Styles, Listening, Writing   | <b>Purchase Online Course: Management Communication: Complete Online Course</b><br><br><b>Read HPB Module 1: Introduction to Management Communications</b><br><br><b>Read HBP Module 2: Planning Communication</b> |
| 2            | Week of 9/3   | Business Writing: Executive Summary Assessment, Persuasive Memo<br><br>Presentation Skills: Obstacles to Persuasive Presentation/Analyzing a Communication Situation<br><br>Video Role Play Guidelines/Instructions: Persuasive Conversation | <b>Read Report</b><br><br><b>Write and Submit Executive Summary of Report</b><br><br><b>Team Identification Form</b><br><br><b>Read HBP Module 3: Writing in Business</b>  |
| 3            | Week of 9/10  | Video Role Play: Persuasive Conversation with a Boss   | <b>Proposal Role Play</b><br>Meet in Room 221-227 MH: Video Labs<br><br><b>Read HBP Module 4: Presenting in Business</b>   |
| 4            | Week of 9/17  | Video Role Play Debrief/Feedback<br><br>Critical Conversations in Business: Using STATE Method to Effectively Communicate in Stressful Scenarios<br><br>Video Role Play Guidelines/Instructions: Critical Conversations                      | <b>Self-assessment Summary: Persuasive Presentation Video</b><br><br><b>Persuasive Memo</b>  |
| 5            | Week of 9/24  | Video Role Play: Critical Conversation with a Peer   | <b>Proposal Role Play</b><br>Meet in Room 221-227 MH: Video Labs   |
| 6            | Week of 10/1  | Video Role Play Debrief/Feedback<br><br>Formal Presentation: Enriching the Presentation, Preparing Slides/Other Media and Communicating the Message<br><br>Guidelines/Instructions for Team Presentation/Paper on Case                       | <b>Self-assessment Summary: Critical Conversation Feedback</b>   |
| 7            | Week of 10/8  | Team Presentations in Class  | <b>Case Team Paper</b>   |
|              | Week of 10/15 | HBP Online Exams: Writing Section, Presenting Section  | <b>Exams to be completed by 11:59 pm Tuesday, October 15</b>   |

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