

SPRING 2018

BUSINESS COMMUNICATION (3 CREDITS)

CMBU 2665 E01

TUESDAY 06:30 – 9:15 PM, DEALY HALL 304

*Fordham University
Gabelli School of Business*



PROFESSOR

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COURSE DESCRIPTION & LEARNING OBJECTIVES

This course offers the opportunity to improve basic competency in verbal and written business communication skills. This course will help you apply business communication research and theories to:

- Improve your interpersonal, leadership, and critical thinking skills.
- Develop and deliver effective persuasive business presentations.
- Compose effective written business correspondence.
- Solicit candid and constructive feedback about your communication strengths and improvement opportunities.

In addition students will acquire new skills in interpersonal, intercultural, and crisis communication as well as communicating with stakeholders of an organization. Students will get the opportunity to improve these skills through a variety of individual and team assignments. The course mixes appropriate theoretical models and practical skills-building exercises, grounded in real world objectives.

REQUIRED MATERIALS

- Obligatory reading: *HBR Guide to Persuasive Presentations*, by Nancy Duarte, Harvard Business Review Press, 2012
- Fordham email account (check before *every* class and check Blackboard *regularly* for weekly assignments and updates)
- Computer (/w MS Office), printer access and a flash drive

RESPONSIBILITIES AND COURSE POLICIES

Attendance. Regular attendance is required. Missing more than 1 class will negatively impact your final grade. There is a penalty of five points for each unexcused absence and a penalty of two and a half points for each tardy. Tardy means missing any portion of class - beginning, middle or end. You are responsible for obtaining all materials distributed during classes you miss. Exceptions may be made in cases involving extreme emergencies. All requests must be made within one week of an absence. Excused absences are granted under university guidelines (see http://www.fordham.edu/info/21683/student_handbook).

Participation. You are expected to actively participate in each class. This involves giving relevant examples, sharing observations, and asking insightful questions. Your participation will be evaluated on a class-by-class basis. Texting, sleeping, or reading materials irrelevant to class purposes or disrupting class in any other way will not be tolerated. You are also expected to be a supportive, encouraging, and undistracted audience member during your peer's presentations. Failing to meet these expectations will negatively impact your final grade in this course.

Written Submissions. All written submissions must be fully typed and must contain the following information: Name and Class/Section. Example: Name: John Fordham, Class/Section: CMBU 2665 / E01. Further instructions how to deliver written assignments will be communicated in class.

Mobile Devices. Unless instructed otherwise, power down or silence and put away all mobile electronic devices, including phones, tablets, and laptops. Take notes by hand instead.

Presentations. On presentation days, you will have dual responsibilities as speaker and audience member. As a speaker, you must present on your scheduled date, dress professionally, and deliver your presentation even if there are technical problems with your slides. As an audience member, please give your undivided attention to each presenter. You will be supportive as well as provide with constructive feedback. Do not leave the classroom when another student is presenting. Do not be preparing for your presentation or doing other work while someone else is presenting.

Deadlines. No make-ups or extensions will be permitted unless prior approval has been granted by me. One letter grade will be deducted every day an assignment is late. Failing

to deliver a presentation on the assigned date and time will automatically result in a failing grade. Keep me informed of problems/challenges in advance.

Disabilities. Under the Americans with Disabilities Act and Section 504 of the Vocational Rehabilitation Act of 1973, all students, with or without disabilities, are entitled to equal access to the programs and activities of Fordham University. If you are a student with a documented disability and require academic accommodations, you need to register with the Office of Disability Services for Students (ODS) in order to request academic accommodations for your courses. Please contact the main ODS office at Rose Hill at (718)-817-0655 to arrange services and check <http://www.fordham.edu/dss>. Staff at ODS can walk you through the process and arrange appointments depending on which campus you take courses at. Accommodations are not retroactive, so you need to register with ODS prior to receiving your accommodations. Please see me after class or during office hours if you have questions or would like to submit your academic accommodation letter to me if you are already registered for accommodations with Fordham.

ASSISTANCE WITH WRITING, TECHNOLOGY & RESEARCH

Writing Center. You are encouraged to visit the center for *free* coaching to improve your writing skills. For more information, visit: www.fordham.edu/writingcenter.

Technological Assistance. For technical training in PowerPoint and Word/Pages and the Internet, contact Fordham's Technology Training and Development at training@fordham.edu.

Research Assistance. For training in the library's online research databases, complete Fordham's Library Research Tutorial at www.library.fordham.edu. For research specific to the IP, refer to the Gabelli Research Guide or contact Librarian Jane Suda at jsuda@fordham.edu.

COURSE OVERVIEW & ASSIGNMENTS

ASSIGNMENTS (MORE DETAILS PROVIDED IN CLASS)

- **Writings (35%):** There will be a number of written assignments: resume & cover letter, personal brand profile, LinkedIn profile, self-evaluation 1 (persuasive story / individual presentation), self-evaluation 2 (final crisis presentation / team presentation) and a quiz (about the readings).
- **Speaking & participation (65%):** This section includes personal brand video, two individual presentations (elevator speech and persuasive story), three team presentations (crisis intro, intercultural, and full crisis case), as well as class participation.

GRADING

Writing Assignments (35%)	Points
Resume & cover letter	10
Personal brand profile	5
LinkedIn profile	5
Self-evaluation 1 (persuasive story)	5
Self-evaluation 2 (final team presentation)	5
Quiz	5
Speaking Assignments/Participation (65%)	
Elevator pitch	5
Personal brand video	10
Persuasive story (individual presentation)	10
Group presentation 1 (case intro & stakeholder analysis)	10
Group presentation 2 (intercultural communication)	5
Group presentation 3 (final crisis case)	15
Participation (includes attendance & class activities)	10
Total Points	100

Grade Scale. Final course grades will be calculated using the following scale:

A = 94 – 100	B+ = 87 – 89.9	C+ = 77 – 79.9	D+ = 67 – 69.9
A- = 90 – 93.9	B = 84 – 86.9	C = 74 – 76.9	D = 65 – 67
	B- = 80 – 83.9	C- = 70 – 73.9	F = Under 65

Bonus Points. For outstanding completion of one or more components a WOW bonus can be rewarded with additional max 5 points.

Note. This syllabus is provisional. It is subject to change to meet your learning needs. *Any adjustments to the syllabus or Course Schedule will be announced in class.* Any inclement weather make-up classes will be scheduled according to your IP group. Your professor will provide supplemental reading material for pre-class prep.

Homework Retention: All assignment will be held for three months after the semester. If assignments are not retrieved before the three-month period, they will be discarded.

Course Schedule

Spring 2018

CLASS # DATE	TOPIC	PRE-CLASS ASSIGNMENTS	DUE IN CLASS
#1 1/23	Introduction & Communication Theory		
#2 1/30	Communication Skills 1 & Career Communication 1	Buy HBR book Read chapter 1+2+3	Elevator Pitch
#3 2/6	Communication Skills 2 & Career Communication 2	Read chapter 4+6 Prepare resume & cover letter	Resume & cover letter (bring 2 hard copies to class)
#4 2/13	Communication Skills 3 & Personal Branding 1	Read chapter 5+7 Create outline persuasive story	Outline persuasive story
#5 2/27	Presentations 1: Persuasive stories		Persuasive Story (individual)
#6 3/6	Communication Skills 4 & Personal Branding 2	Create personal brand profile Create self-evaluation 1	Quiz Personal brand profile Self-evaluation (persuasive story)
#7 3/13	Crisis Communication 1 & Stakeholder Communication		LinkedIn profile Resume & cover letter (final)
#8 3/20	Crisis Communication 2		Personal brand video
#9 4/3	Presentation 2: Case intro & stakeholder analysis	Create team presentation	Team presentation
#10 4/10	Intercultural communication 1	Adjust outline & presentation	
#11 4/17	Presentation 3 & Inter- cultural communication 2	Create team presentation	Team presentation
#12 4/24	Presentation 4: Prep final presentation	Create team presentation Create presentation outline	Team presentation Final presentation outline
#13 5/1	Presentation 5: Final Crisis Presentation	Create team presentation	Team presentation Self-evaluation (after final class)

ATTACHMENT: PRESENTATION EVALUATION FORM

NAME:	TIME:
TOPIC: <i>To persuade ...</i>	SECTION:

	STRENGTHS	OPPORTUNITIES
INTRODUCTION <ul style="list-style-type: none"> • Had creative opening to reveal objective • Had persuasive rationale • Gave clear preview of main points 		
BODY <ul style="list-style-type: none"> • Was well organized • Used clear transitions between ideas • Gave logical and persuasive arguments • Cited credible sources 		
CONCLUSION <ul style="list-style-type: none"> • Gave clear review of main points • Made strong link to attention-getter • Had memorable closing line 		
DELIVERY <ul style="list-style-type: none"> • Was poised, energetic, and passionate • Spoke clearly, concisely, and confidently • Used effective stance, gestures, and eye contact 		
VISUALS <ul style="list-style-type: none"> • Were simple and clear • Used professional layout and design • Used appealing/interesting images 		

GRADE: _____