

BUSINESS COMMUNICATION
NON-CORE
COURSE PACKET

10195 CMBU 2665 BUSINESS COMMUNICATIONS

3.0 Ball, Clarence

6:15 - 9:15pm T

“When I dare to be powerful – to use my strength in the service of my vision, then it becomes less and less important whether I am afraid.” — Audre Lorde: Caribbean-American writer and Civil Rights activist



FORDHAM UNIVERSITY
GABELLI SCHOOL OF BUSINESS

PROF. CLARENCE EDWARD BALL III

SUMMER 2018

BUSINESS COMMUNICATIONS NON-CORE

(3.0 Credit Hours)

**Business Communication Non-Core
Syllabus/Course Packet**

*Fordham University
Gabelli School of Business*

PROFESSOR

Name: Clarence Edward Ball III
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Website: https://www.fordham.edu/info/22941/full-time_faculty/9211/clarence_edward_ball_iii

REQUIRED MATERIALS

- Ball, C. (Summer, 2018) Business Communication Non-Core Course Packet. New York: Fordham University (Download from course Blackboard)
- Computer (w/PowerPoint, Word/Pages, Internet) and Printer Access
- Flash drive for assessing your PowerPoint slides in class
- Business Cards

REQUIRED TEXT

- Briguglio, Carmela, PhD. "Educating the Business Graduate of the 21st Century: Communication for a Globalized World." *International Journal of Teaching and Learning in Higher Education* Sept.-Oct. 2007: 8-20. Print. This article will help you as students better understand Intercultural Communication. Please pay close attention to the details, inter-workings and methods of this article as you will be quizzed on them later.
- Consortium, Conflict Research. "Shuttle Diplomacy/Mediated Communication." www.colorado.edu. University of Colorado, 2 Dec. 2005. Web. 12 Jan. 2014. <<http://www.colorado.edu/conflict/peace/treatment/shuttle.htm>>. Although this is not a traditional academic article the electronic document is extremely informative about the topic at hand. It also provides links to subsequent reading material.
- Eramo, Eric. "Crisis Communication and Management: Surviving a Public Relations Crisis." *A Project Submitted in Partial Fulfillment for the Degree of Masters of Arts, Communication and Leadership* 6 Oct. 2009: 1-88. Print. This article will help you as students better understand Crisis Communication. Please pay close attention to the details, inter-workings and methods of this article as you will be quizzed on them later. Please Note: This is not a traditional "peer reviewed" article or journal submission. This is a submission is a Master's Thesis from a former student of Park University.
- Jahng, Namsook, PhD, and Mark Bullen, PhD. "Exploring Group Forming Strategies by Examining Participation Behaviors during Whole Class Discussions." *European Journal of Open, Distance and E - Learning* Jan.-Feb. 2012:

Business Communication Non-Core Syllabus/Course Packet

1-10. Print. This article will help you as students better understand Group Communication. Please pay close attention to the details, inter-workings and methods of this article as you will be quizzed on them later.

- Koppich, Julia E., PhD. "Meeting the Challenge of Stakeholder Engagement and Communication: Lessons From Teacher Incentive Fund Grantees." *The Center for Education Compensation Reform* Aug. 2010: 1-16. Print. This article will help you as students better understand Stakeholder Communication. Please pay close attention to the details, inter-workings and methods of this article as you will be quizzed on them later.
- Roberts, Kathleen Glenister, PhD. "Teaching a Catholic Philosophy of Interpersonal Communication: The Case for 'Soul Friendship.'" *The Journal of Catholic Education* September (2012): 26-48. Print. This article will help you as students better understand Interpersonal Communication. Please pay close attention to the details, inter-workings and methods of this article as you will be quizzed on them later.
- Spangle, Michael, and Myra Warren Isenhardt. *Negotiation Communication in Diverse Settings*. First Edition ed. Thousand Oaks, CA: Sage Publications, 2003. Print. We as a class will only be exploring the first two chapters of this book. This book, specifically chapters one & two, provides insight about the foundations of negotiation communication.

Course Description

This course is Business Communication Non-Core which means that this course operates outside of the core curriculum of the Gabelli School. It will build upon the following skills; corporate cultures, international communications, conversational strategies and problem solving. Additionally this course will tackle the following aspects of communication; interpersonal communication, intercultural communication, group communication, stakeholder communication, negotiation communication, mediated communication, crisis communication.

LEARNING OBJECTIVES – COURSE OVERVIEW/ASSIGNMENTS

This course will help you apply business communication research and theories to:

- Improve your interpersonal, intercultural, and inductive/deductive reasoning skills.
- Simulate business learning curriculum into one cohesive effort.
- Develop and deliver concise and effective business presentations.
- Compose effective business proposals.

COURSE POLICIES AND RESPONSIBILITIES

Attendance. Regular attendance is required. There is much to be learned from observing and discussing the presentations of others. Missing more than one 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. Exceptions may be made for extreme emergencies. All requests must be made within one week of an absence.

Participation. You are expected to actively participate in each class (e.g. give relevant examples, share observations, and ask insightful questions).

Business Communication Non-Core Syllabus/Course Packet

- **Individual Conversations:** Classroom time is very limited. We must make effective use of the time we have. We need to spend class time “on topic,” and with everyone focused on the subject at hand. This means no individual conversations. Please hold your non-topical comments and conversations until after class. Please also give your complete focus to the topic at hand. During discussion, do not focus on work that does not pertain to the topic at hand.
- **Texting and cell phones:** Cell phones must be turned off during class time. Texting is prohibited. Please check your messages after class is over. In an extreme case taking an emergency call is allowed, however, a student must notify me prior to the beginning of class. Disruption of classes by electronic devices or otherwise, is a violation of University regulations.
- **Guests.** Only students registered for a course, instructors and invited participating guest of the course are permitted in a classroom or laboratory during class session. An individual who has no function related to the course may not be claimed as a guest. Animals, other than those trained to assist persons with disabilities are not permitted. Food, drinks and smoking are prohibited.

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

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.

Academic Integrity. You must do your own work; grading is done on the basis of the work you do. While I do encourage students to help each other by coaching and critiquing, you must not share actual work. If I find that you have plagiarized work, in part or in whole from another, or from outside of class, your grade for that assignment will be a zero. Legitimately quoted work must be properly marked and attributed. Information and ideas taken from other sources must be attributed, even if they are not direct quotations. Plagiarism, cheating, and other violations of academic integrity, as spelled out by the University, will earn a grade of zero for that assignment. If I find that you have shared work (i.e. been an accessory to plagiarism) your grade for assignment will be zero as well. If I find that you have copied on a test or shared answers (giving or receiving), your grade on that will be a grade of zero. No make-ups are allowed on tests or assignments in violation of the standards of academic integrity. Two such violations in the semester will result in a grade of F for the entire semester.

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 believe that you have a disability that may interfere with your ability to participate in the activities coursework, or assessment of the object of this course, you may be entitled to accommodations. Please schedule a meeting to speak with someone at the Office of Disability Services, O’Hare Hall, Lower Level, x0655.

Service-Learning. You may add a service-learning component where you work with a local community agency on a special project. You will receive 1 additional credit for adding this component. If you are

**Business Communication Non-Core
Syllabus/Course Packet**

interested, please speak with me and visit the Service Learning Program and the Gabelli School of Business at www.cbaservice.com.

COURSE OVERVIEW/ASSIGNMENTS

Written Assignments

- **Presentation Outlines.** You will submit an outline for each presentation given: Career Trajectory Speech, Group Persuasive Presentations and Professional Website Presentations.
- **Website.** You will be tasked to either create a LinkedIn Profile or edit an existing profile. Often college students will treat LinkedIn as they do other social networking sites that they frequent. LinkedIn is unique because it is the premier job finding website in the country. To that effect, there is a formulaic way to build an effective profile with an impetus to seek employment. This assignment will help students do that effectively.
- **Business Email.** After your first two mini-speaking assignments (Elevator Speech & Career Trajectory Speech), you will draft an email critiquing your 3 communication strengths and 3 development opportunities, and outlining a future action plan for improvement.
- **Business Card.** Business cards are representative of you and the quality of your work. You will either obtain a Fordham business card or design your own personal business card to reflect the excellence of your product, you.

Speaking Assignments

- **Career Trajectory Speech.** At its core this assignment is designed to assist students in putting a plan together that will help them move into their careers as smoothly and efficiently as possible. The Gabelli School of Business has a highly stylized business curriculum that leads students down the same path for the first two years of their matriculation. However, depending on a student's specific career goals and objectives the last two years of their matriculation may lead them down a variety of different paths. This speech will first help students identify what specific upper level curriculum they should schedule themselves for. Second, this speech will allow students to outline the kinds of advanced degrees they plan to seek. Lastly, this speech allows students to map out where geographically their careers may take them. (Length: 5-6 minutes)
- **Professional Website Presentations.** Although the primary focus of this assignment is on the professional website there is a small speaking portion. In a highly stylized way you will be required to present the information posted on your web page. The speaking portion of the assignment will be a percentage of your grade. (Length: 3-4 minutes)
- **Group Persuasive Presentations.** This speech will follow a traditional persuasive speech format so that you all are well verse in persuasive speech structure. Well, why persuasion? Persuasion is the basis for most presentation styles in the business arena. Often times you as young professionals will be called upon to convince peers, colleagues, personnel and management that they should side with you professionally. As a group, you all will collectively present an entrepreneurial idea, i.e. a startup company, and your task will be to convince the class to side with professionally or invest. (Length: 10-12 minutes)

In Class Assignments

**Business Communication Non-Core
Syllabus/Course Packet**

Throughout the course of the semester you will I will assign quizzes that correspond with the assigned reading material. Although there is no book for this course, the previously mentioned academic articles will be assigned for outside reading. To test your knowledge of the information illuminated in these articles you will receive one quiz per reading assignment.

GRADING

Writing Assignments

Presentation Outlines (4)	20 Points (80 Points)
Business Cards	30 Points
Business Email	40 Points
Website	100 Points

Presentations

Elevator Speech	50 Points
Career Trajectory Speech	100 Points
Website Presentation	80 Points

In Class Quizzes

Interpersonal Communication	10 Points
Intercultural Communication	10 Points
Group Communication	10 Points
Stakeholder Communication	10 Points
Negotiation Communication	10 Points
Mediated Communication	10 Points
Crisis Communication	10 Points

Group Persuasive Presentations (FEG)	150 Points
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Total Possible Points **700 Points**

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

A = 94 – 100	B + = 87 – 89.9	B- = 80 – 83.9
A= 90 – 93.9	B = 84 – 86.9	C + = 77 – 79.9

Business Communication Non-Core
Syllabus/Course Packet

C = 74 – 76.9

C- = 70 – 73.9

D + = 67 – 69.9

D = 65 – 67

F = Under 65

Business Communication Non-Core Syllabus/Course Packet

Note 1: Please Note: Professor Ball grades using letters (A) through (F). Thus, you will receive graded assignments with letters at the top or in a designate spot. Those letter grades will be turned into points at the end of the semester before being tallied and multiplied by the decimal correspondent integer to determine the final letter grade. If at any point in the semester you have questions concerning a grade calculation please see me immediately so that I can assist.

Final course grades will be posted to: <https://my.fordham.edu>. Because of privacy laws, I cannot publicly post or disclose grades (including via email). To preserve the integrity of this course, and to be fair to all students, all grade negotiations are prohibited. Unclaimed graded assignments will be discarded four weeks after final grades are posted and will be unavailable should a grade appeal be pursued by a student following this timeframe.

Note 2: All assignments turned into Professor Ball must be typed in a professional font. He will not accept hand written documents or handwriting on documents in any form. Additionally, all assignments must be properly headed. A proper heading contains a name or names, a due date, the class section, the instructor's name and a working title for the assignment. In the event a group assignment is turned in, the printed document must document who was responsible for which portion of said document. Any of the aforementioned infractions will result in a grade deduction. That grade deduction will be itemized per infraction. No student or group of students will be permitted to leave the class to re-print a document that does meet the qualifications of the course.

Note 3: 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 supplement reading material for pre-class preparation.

Tentative Class Schedule

<i>CLASS</i>	<i>Topic</i>	<i>Due in Class</i>	<i>After Class Assignment</i>
1	Syllabus Review/Assignment One	No Assignment	Please review and begin preparing Assignment One Read Syllabus
2	Assignment One	Assignment One is Due Syllabus Agreement Form	Assigned Course Reading
3	Intercultural Communications	Lecture and Exercises	Assigned Course Reading

**Business Communication Non-Core
Syllabus/Course Packet**

4	Quiz 1 Assignment 2 Discussion	Business Email Business Card	Assigned Course Reading Group Connections
5	Quiz 2	Group Connections, Positions and Contact Information	Assigned Course Reading
6	Quiz 3 Website Assignment Introduction	Elevator Speech Discussion	Individual Group Meetings
7	Website Presentations	Website Presentations	Assigned Course Readings
8	Subsequent course material Quizzes 4 and 5	No Assignment	
9	NC	NC	NC
10	Website Presentations	Consolidated Website Outline	GPS Prep Readings and subsequent material Assigned Course Readings
11	Quizzes 6 and 7 GPS Prep	Lecture and Team Work	Readings and subsequent material
12	GPS Prep	Lecture and Team Work	Readings and subsequent material
13	GPS Prep	Team Work Practice presentations	GPS Practice
14	GPS presentations	GPS presentations	End of Course

Note: The course schedule may be subject to change to better service the students enrolled in the course.

Business Communication Non-Core
Syllabus/Course Packet



SUMMER 2018 - Syllabus Agreement Form

Student Name (please print): _____ FID#: _____

Semester/Year: _____ Professor's Name: _____

Class Name: _____ Class Section: _____

This form verifies that you have read the contents of the course syllabus. By signing this form, you understand that enrolling in this course equals to following the policies and procedures outlined by Professor Ball in his syllabus. You also agree to meet the scheduled deadlines and to adhere to the attendance policy.

Occasionally a student does not earn the grade they believe they should due to a lack of reading the syllabus, not adhering to the assignment deadlines, not regularly attending class or being excessively tardy to class. You have been informed of the contents of this syllabus and agree, by signing below, to achieve success by adhering to the policies therein.

Print Name: _____

Signature: _____ Date: _____

*Professor Ball will keep these forms on file until the end of the following semester, meaning one full semester past the end of the current semester.



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