Course:	BUS 511: Business Communication for Professionals
Class:	Classroom Location & Class Times: Wed, 5:30 PM - 6:30 PM [ONLINE]
Instructor:	Jonathan Woodward, MBA, MBA Lecturer
Email:	jonathan.woodward@csuci.edu
Phone:	805.813.3589 - Text Preferred
Office Hours:	Held online – Wed, 4:00 PM – 5:00 PM (or by appointment)

Instructor Communication Policy:

You are encouraged to reach out to me with any questions, concerns, or to set up a meeting. The best way to contact me is via email at jonathan.woodward@csuci.edu. I will do my best to respond to emails within 24-48 hours during business days (Monday through Friday). Please note that emails sent during weekends or holidays may receive a response on the next business day.

For meetings, I am available by appointment. Please email me at least two days in advance to schedule a time. If you have an urgent matter, indicate that in the subject line of your email, and I will prioritize your message.

I look forward to supporting your success in this course!

THIS SYLLABUS IS SUBJECT TO CHANGE. I WILL DO MY BEST TO NOTIFY YOU IN ADVANCE.

Course Description and Objectives

This course will prepare students to be effective communicators in the business world. Students will learn both written and oral communication strategies tailored for both large and small audiences. The course will emphasize the development of professional communication skills through lectures, discussions, group exercises, and individual presentations, all framed within the context of strategic business leadership.

Topics include strategic management communication; giving and receiving feedback; researching companies; uses of influence and advocacy; individual and team presentation skills; difficult conversations; and career management skills, such as informational interviews, selling your core message, and relationship building.

Program Learning Outcomes:

1) Demonstrate high proficiency in critical thinking, oral and written communication, personal ethical conduct, and collaboration skills.
2) Demonstrate orally and in writing analytical and integrative skills in making business decisions.
3) Demonstrate an understanding of the global operating environment of business.
4) Produce written innovative and integrative business plans, including plans that adapt to uncertain and unpredictable environments.

5) Demonstrate
an understanding of relevant disciplines.
6) Demonstrate leadership skills in a variety of situations and settings

Student Learning Outcomes:

*By the successful completion of this course, your **course** learning outcomes will be:*

1) Use storytelling to enhance their confidence, how to use personal examples for buy-in and impact, how to present data and information in a more interesting way

2) Develop and apply strategic leadership skills in planning, executing, and reflecting on business initiatives.

3) Engage in effective interpersonal communication, utilizing persuasive techniques in both internal and external business settings.

4) Integrate communication strategies into leadership practices to influence decision-making and organizational success.

5) Present data, information, and strategic plans persuasively to diverse audiences, using storytelling and other engagement techniques.

Some of the most important topics or projects covered in this course:

Foundations of Business Communication

● This topic introduces the core concepts and principles of business communication. Students will explore the essential skills required for effective spoken and written communication in a business setting, focusing on clarity, conciseness, and professionalism in all forms of interaction.

Strategic Communication in Business Interactions

● This section covers the strategic planning of internal and external communications. Students will learn how to prepare for and conduct meetings, negotiations, and presentations, ensuring that their communication approach is aligned with organizational goals and audience needs.

**Tailoring
Communication to Different Audiences**

- Understanding that one size does not fit all, this topic emphasizes the importance of customizing communication styles and methods based on the audience and context. Students will learn how to adapt their messages to meet the specific needs and expectations of diverse stakeholders.

The Art of Questioning and Answering

- Effective business communication often hinges on the ability to ask the right questions and provide meaningful, insightful answers. This topic focuses on developing questioning techniques that drive productive conversations and strategies for responding in a way that adds value and fosters understanding.

Mastering Business Documents and Formats

- This section is dedicated to the development of fundamental skills in creating key business documents such as emails, memos, reports, and proposals. Students will practice using standard formats and techniques to produce documents that are credible, professional, and effective in achieving their intended purpose.

Course Requirements

Prerequisites - There are no prerequisites required for this course.

Required Materials and Texts:

There are three required textbooks for this course and two cases:

TEXTBOOKS:

1/ Mary Ellen Guffey, Dana Loewy (2023). Essentials of Business Communication (12th Edition). Boston, MA: Cengage Learning.

2/ Patterson, Kerry, et al. (2012). Crucial Conversations (2nd Edition). New York: McGraw Hill.

3/ Reader-Friendly Reports, (Paperback) by Carter A. Daniel, McGraw Hill publisher, 2013, ISBN: 978-0-07-178285-2

CASES:

There are two Harvard Business School cases required for this course. One is "Teaming at Disney Animation" by Amy C. Edmondson, David L. Ager, Emily Harburg, Natalie Bartlett. The other is "Managing Up (A) by Karen MacMillian."

Harvard Business School Cases:

- "Teaming at Disney Animation" by Amy C. Edmondson et al.
- "Managing Up (A)" by Karen MacMillian.

Both cases may be
purchased here: [LINK TO BE UPDATED]

OPTIONAL READING MATERIALS

1. Jo Sprague and Douglas Stuart. The Speaker's Handbook, 4th Ed.
New York: Harcourt Brace Jovanovich, 1996.

2. Mary Munter and Lynn Russell. Guide to Presentations. Upper
Saddle River, NJ: Prentice Hall, 2002.

3. Mary Munter and Dave Paradi. Guide to PowerPoint Version 2010.
Upper Saddle River, NJ: Prentice Hall, 2012

4. Stephen Denning. The Leader's Guide to Storytelling: Mastering the
Art and Discipline of Business Narrative. San Francisco: Jossey-
Bass, 2005.

5. Stephen Denning. The Secret Language of Leadership. San
Francisco: John Wiley and Sons, 2007.

6. Marshall Goldsmith. What Got You Here Won't Get You There: How
Successful People Become Even More Successful. New York:
Hyperion, 2007.

7. Nick Morgan. Working the Room. Boston: Harvard Business School
Press, 2003 [issued as Give Your Speech, Change the World in 2005].

8. Chip Heath and Dan Heath. Made to Stick Why Some Ideas Survive
and Others Die. New York: Random House, 2007.

9. Chip Heath and Dan Heath. Switch: How to Change Things When
Change is Hard. New York: Random House, 2010.

10. Chip Heath and Dan Heath. Decisive: How to Make Better Choices in
Life and Work. New Random House, 2013.

Grading Criteria

Grades for BUS 511 will be based on participation, assignments, and assessments throughout the
course:

- **A:** 92.6 – 100
- **A-:** 89.6 – 92.5
- **B+:** 87.6 – 89.5
- **B:** 82.6 – 87.5
- **B-:** 79.6 – 82.5
- **C+:** 77.6 – 79.5
- **C:** 72.6 – 77.5
- **C-:** 69.6 – 72.5

- **D+:** 67.6 – 69.5
- **D:** 62.6 – 67.5
- **D-:** 59.6 – 62.5
- **F:** Below 59.5

Your final grade will reflect your active participation, the quality and timeliness of your assignments, and your performance on assessments throughout the course.

Course Outline

DATE	WK	TOPICS/AGENDA	DUE
		Module 1: Writing Effectively	
08/28	1	Introduction to the Course and Overview of Business Writing	1/ Student Survey (09/03) 2/ YOUser Manual (09/03)
09/04	2	Crafting Professional Emails, Techniques for Clarity and Conciseness in Writing	1/ Writing Exercise: Drafting Professional Emails (09/10)
09/11	3	Writing Effective Memos and Reports, Adapting Writing Styles for Different Audiences	
		Module 2: Presenting Effectively	

09/18	4	Introduction to Storytelling in Presentations, Visual Aids: Enhancing Presentations with Data Visualization	1/ Module 1 Team Assignment (09/18)
09/25	5	Designing Effective Presentation Slides, Techniques for Clear Communication of Complex Information	
10/02	6	Rehearsing Presentations with Peer Feedback, Strategies for Connecting with Diverse Audiences	
		Module 3: Running Effective Meetings	
10/09	7	Introduction to Effective Meeting Planning, Structuring Agendas for Maximum Efficiency	1/ Module 2 Team Assignment (10/9)
10/16	8	Managing Group Dynamics During Meetings, Encouraging Active Participation	
10/23	9	Review of Meeting Effectiveness, Case Study: Analyzing Successful and Unsuccessful Meetings	Module 3 Team Assignment (10/30)

Module 4: Interpersonal Communication			
10/30	10	Introduction to Interpersonal Communication in Business, Active Listening Techniques	Peer Feedback Evaluation (11/06)
11/06	11	Navigating Difficult Conversations with Tact, Conflict Resolution Strategies	Final Project (Revised Draft) (11/13)
11/13	12	Enhancing Professional Relationships, Managing Team Dynamics through Interpersonal Skills	Final Project: Communication Plan Draft (11/20) Peer Review and Refinement of Final Project (11/20)
Module 5: Strategic Communication & Leadership			
11/20	13	Introduction to Strategic Communication in Leadership, Communicating Vision and Strategy to Teams	Thanksgiving Recess – No Class on 11/23
11/27	14	Leadership Communication Styles, Case Study: Communication in Leadership During Crisis	Module 4 Team Assignment (12/04)
12/04	15	Integrating Business Communication into Strategic Leadership, Presenting Strategic Communication Plans	Final Project Presentation (12/11) Peer Feedback and Final Evaluation (12/11)

Assignments, Exams, and Grading Breakdown

INDIVIDUAL ASSIGNMENTS – 60%

Item	Description	Grade Weight	Due
Class Attendance, participation and classmate support	It is imperative that you participate in class, and support your classmates in their learning journey as well	15%	Ongoing
Surveys, Discussions & Exercises	Throughout the course, you will be asked to complete relevant exercises for the learning objectives (e.g. corporate memo, email, etc.)	10%	Ongoing (outlined in Canvas)
Individual Final Presentation (in-class)	Performance Review & Asking for a Promotion -- The Final Project is designed to synthesize the leadership and strategy concepts you've learned throughout the course by applying them to a real-world scenario: preparing for a performance review and effectively asking for a promotion.	35%	12/11

TEAM ASSIGNMENTS – 40%

Item	Description	Grade Weight	Due
Module 1 Team Assignment – Business Writing	Team will complete a collection of assignments related to module 1 of our course (e.g. Analyzing an Audience & Email Mechanics)	10%	9/18
Module 2 Team Assignment – Business Presentations	Team will complete a collection of assignments related to module 2 of our course (e.g. Creating effective presentations)	15%	10/9
Module 3 Team Assignment – Meetings & Teamwork	Team will complete a collection of assignments related to module 2 of our course (e.g. Meeting Management)	15%	10/30

Assignment Descriptions

Below are more detailed descriptions of the assignments/exams states in the above section:

1/ In-Class Participation & Attendance

Because every
class session will be based on a collective analysis of a case, exercise, or readings, it is critical that you attend class and come prepared to participate actively in the discussion. The questions I provide in the syllabus and in the web surveys will help you prepare for class.

Learning for everyone in this class is enhanced through debate, different perspectives, and new insights that come from you. Keep in mind that your goals should be to contribute high quality comments, not high quantity. You detract from class discussion if you talk a lot and do not make a clear point. To contribute high quality comments, you must also listen carefully to the comments of your classmates. You should try to extend or qualify their comments while avoiding repeating them.

Some examples of useful comments are ones that:
• Effectively apply class concepts to examples from a case
• Identify the critical factors that underlie an organizational issue or dilemma
• Offer important additional issues or conditions that qualify an analysis
• Present insightful examples from outside of class

To keep class conversations interesting and widely distributed across students, I will give priority to those who have spoken less. I will sometimes solicit participation from specific students, based on their responses to web surveys and their work experience.

At the end of the course, you will be asked to complete an online survey in which you rate your section mates in terms of the quality of their contributions. These ratings will be combined with our own assessments to determine an overall participation score.

2/ Course Exercises: The purpose of the Course Exercises is to provide you with practical, hands-on experience in applying the concepts and theories discussed in class. These exercises are designed to reinforce the learning objectives by simulating real-world tasks that you might encounter in a professional setting.

3/ Company Research Information Presentation: How this assignment is relevant to your academic success and business career-- Business students must be able to conduct research about particular companies to learn about trends in a certain industry, characteristics of competitors, and strengths and weaknesses of potential customers or partners. MBA courses challenge students to collect information about companies, choose the important details by assessing the quality and the relevance of the information for the purpose at hand, organize it, and report it accurately and effectively. Also, students need to research companies to find out which would be a good match for them. Such research is extremely important in preparing properly for a job search campaign targeted at a specific company.

4/ Advocacy Presentations: Teams will present their arguments to adopt a course of action and defend their assigned positions against the arguments of another team. This assignment will include opportunities to demonstrate the ability to advance an argument for a certain course of

action, defend
the proposal against the attacks of the other team, ask and answer questions professionally, and work with teammates to persuade the audience using a coherent and thorough argument. This assignment has both a team and an individual component.

5/ Performance Review & Asking for a Promotion (in-class): The Final Project is designed to synthesize the leadership and strategy concepts you've learned throughout the course by applying them to a real-world scenario: preparing for a performance review and effectively asking for a promotion. This assignment will require you to demonstrate your ability to communicate your value to an organization, strategically position yourself for advancement, and navigate the complexities of internal negotiations.

Schedule of Exercises [Subject to Change]
Below are tentative due dates for major assignments/exams:

Exams and Assignments	Description	Due Date
Class Attendance, participants and classmate support	It is imperative that you participate in class, and support your classmates in their learning journey as well	Ongoing
Corporate Email	You'll write a high-stakes email to your boss	9/4/2024
Persuasive paper on Landview exercise in class	Write your draft and bring it to class to be reviewed with your classmates	9/11/2024
Evergreen Natural Markets case	Read the Evergreen Natural Markets case Answer the questions about the case -- In class discussion	9/18/2024
Delivering bad news and unpopular policies	Evergreen email, letter, and memo due Submit email, letter via Canvas. In class discussion	9/25/2024
Peer Review Expressing yourself and your brand	Submit via Canvas Read Talk Like Ted Elevator Pitch and favorite quote due	10/2/2024
Delivering a speech to an audience	Talk Professional Audience	10/9/2024

	Presentation and white paper due	
Communicating your worth at work	Submit via Canvas Crucial Conversation book assignment due Performance Review due	10/30/2024
Managing Up Case Study	Submit via Canvas Managing Up case Answer the questions from the case -- How to ace the performance review	11/13/2024
YOU Inc. TED Talk	You will complete a 5 MIN TED like talk for classmates	12/4/2024
Final Project: Performance Review & Asking for a Promotion	You will complete a simulation of a performance review, and in it you will ask for a promotion	FINALS WEEK - 12/9

Attendance and Participation Policy

Respect and Participation:
Active participation is essential for developing both communication and leadership skills. A respectful and supportive environment will be maintained to facilitate learning. Disrespectful behavior or monopolizing discussions will not be tolerated. Attendance and punctuality are crucial, especially during integrated sessions.

Academic Integrity:
Students are expected to adhere to the highest standards of academic integrity. Plagiarism or cheating will result in severe consequences, including potential failure of the course. All assignments will be screened using plagiarism detection services.

Technology Use:
Phones must be put away during class sessions.

Assignment Submission:
All assignments are to be submitted via Canvas. Late submissions will not be accepted unless prior arrangements have been made due to emergency situations.

Class Recording Policy
Students may not record (audio or video) in this class except in accordance with approved ADA accommodations. Any recordings made in connection with a disability accommodation are for the student's personal academic use only and may not be distributed in any manner to any other individual.

Resources for Students of All Abilities

If you are a student with a disability requesting reasonable accommodations in this course, please visit Disability Accommodations and Support Services (DASS) located on the second floor of Arroyo Hall or call 805-437-3331. All requests for reasonable accommodations require registration with DASS in advance of needed services. You can apply for DASS services. Faculty, students, and DASS will work together regarding classroom accommodations.

Campus Public Health Requirements

County Department of Public Health to promote safety during the COVID-19 pandemic for CSUCI students, employees, and visitors on the campus, to help prevent and protect themselves and others from the spread of the virus. Students are required to adhere to all health and safety requirements outlined on the University's website regarding COVID-19, including wearing masks properly during each class session. Failure to do so may result in removal from the classroom and, in keeping with CSU policy, the student may also be denied access to campus/programs.

Academic Dishonesty

By enrolling at CSU Channel Islands, students are responsible for upholding the University's policies and the Student Conduct Code. Academic integrity and scholarship are values of the institution that ensure respect for the academic reputation of the University, students, faculty, and staff. Cheating, plagiarism, unauthorized collaboration with another student, knowingly furnishing false information to the University, buying, selling, or stealing any material for an examination, or substituting for another person may be considered violations of the Student Conduct Code. If a student is found responsible for committing an act of academic dishonesty in this course, the student may receive academic penalties including a failing grade on an assignment or in the course, and a disciplinary referral will be made and submitted to the Dean of Students office. For additional information, please refer to CSUCI's Academic Dishonesty Policy.

Additional Student Resources

- ***Emergency Intervention and Basic Needs***

If you or someone you know is experiencing unforeseen or catastrophic financial issues, skipping meals, or experiencing homelessness/housing insecurity (e.g. sleeping in a car, couch surfing, staying with friends), please know that you are not alone. There are resources on campus that may assist you during this time. The Dolphin Pantry is currently located in Arroyo Hall and offers free food, toiletries, and basic necessities for current CI students. For additional assistance, please contact the Dean of Students office at (805) 437-8512 or visit Bell Tower 2565. Please visit the website for the most up-to-date information on the Basic Needs Program at CI: https://www.csuci.edu/basicneeds/.

- ***Counseling and Psychological Services (CAPS)***

CAPS is pleased to provide a wide range of services to assist students in achieving their academic and personal goals. Services include confidential short-term counseling, crisis intervention, psychiatric consultation, and 24/7 phone and text support. CAPS is located in Bell Tower East, 1867, and can be reached at 805-437-2088 (select option 2 on voicemail for 24/7 crisis support; or text "Hello" to 741741); you can also email us at caps@csuci.edu or visit our website at https://www.csuci.edu/caps.

- *Writing & Multiliteracy Center*

The Writing and Multiliteracy Center (WMC) provides all CI students with FREE online support services and programs that help them become more effective writers and communicators. WMC peer consultants help students at any stage of the composition process in any discipline for writing or speaking (such as online slideshow presentations). Students are also welcome to bring in other types of non-academic or creative work. WMC professional consultants are CI faculty who can help students working on graduate-level writing or personal and research statements required for graduate school applications. WMC tutors can also help those who want to talk about or wish to learn new skills in speaking in academic or online contexts. Students can drop in for a 30 min tutorial session or ask for one-hour sessions for longer projects. Make an appointment by visiting http://www.csuci.edu/wmc.

- *Title IX and Inclusion*

Title IX & Inclusion manages the University's equal opportunity compliance, including the areas of affirmative action and Title IX. Title IX & Inclusion also oversees the campus' response to the University's nondiscrimination policies. CSU Channel Islands prohibits discrimination and harassment of any kind on the basis of a protected status (i.e., age, disability, gender, genetic information, gender identity, gender expression, marital status, medical condition, nationality, race or ethnicity, religion or religious creed, sexual orientation, and Veteran or Military Status). This prohibition on harassment includes sexual harassment, as well as sexual misconduct, dating and domestic violence, and stalking. For more information regarding CSU Channel Islands' commitment to diversity and inclusion or to report a potential violation, please contact Title IX & Inclusion at 805.437.2077 or visit https://www.csuci.edu/titleix/.

- *Preferred Pronouns*

Students have the option to update their chosen/preferred name, pronouns, and gender identity through their myCI portal, within CI Records. Additionally, students may request to change their email address to match their chosen name. Click the menu items below for more details. Visit the Registrar's Gender Identity and Pronouns page for instructions.

- *Campus Tutoring Services*

You are encouraged to make early and regular use of campus tutors and/or peer-led study groups. For campus tutoring locations, subjects and hours, go to: http://go.csuci.edu/tutoring.

- *Digitally Accessible Course Materials--ALLY*

CSUCI is committed to providing you with the best learning experience possible. With this goal, we have activated ALLY in your Canvas courses. ALLY is a product that focuses on making digital course content more accessible to all students. You will now be able to download most course files in the format that fits best with your learning needs; PDF, HTML, .EPUB and Audio files are now available for most content items. To learn more about formats available as well as what each format offers visit Ally Support. Should you have any questions or experience issues while using ALLY, please contact ITS Solution Center at (805) 437-8552.

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