

BUAD 501: Managerial Communication Syllabus Fall 2016

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Office Hours: 10AM -12PM Tuesdays - Thursdays & 10 to 10:45 Friday
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<u>BUAD 501-06</u> <u>(21192)</u>	Managerial Communication (Discussion)	Fr 11-PM 1:45PM	SGMH 2101 - Computer Lab	08/26 2016- 12/16
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Prerequisites: Graduate standing in Business.

This course may be taken either on a credit/no credit basis or for a letter grade. Students must petition the MCBE if they wish to take the course for a letter grade **within the first two weeks of the course**. *Your selection cannot be changed, so choose wisely!*

Common Body of Knowledge Content Coverage:

- Business communication for domestic and international markets: case reports, electronic communication, meetings; audience, style and tone (I, II, III)*
- Credibility; personal and corporate ethics (I)*
- Analysis of business articles and cases (I-V)*
- Interpretation of data, critical evaluation of information
- Synthesis of data and information
- Planning, organizing, writing, and presenting business cases and reports (I)*
- Visual presentation technology: PowerPoint, Excel
- International, intercultural, domestic business conflict, argument, and negotiation (I-V)*
- Citations and reference list (APA); electronic database searches
- Information competency/library research: Lexis-Nexis, ABI-Inform etc.
- Workplace diversity (issues concerning minorities, women, and the disabled) (I, III, V)*
- Effective business document design on the computer

**Roman numerals indicate the following perspectives: Ethics (I); global issues (II); political, social, legal, regulatory, and environmental issues (III); technology (IV); and demographic diversity in organizations (V). In addition, the cases chosen for this class will reflect these important emphases.*

Course Format and Teaching Methods: This class is mainly a discussion forum and workshop conducted with the help of our Titanium site. Your participation in class discussions and in group activities such as case analyses is extremely important (10% of your course grade). You will be asked to present assigned readings and your work to the entire class, individually and as a group. This requirement not only ensures completion of reading assignments but also gives you an opportunity to hone your oral presentation skills—indispensable in business.

What to expect:

1. You will enhance computer and research skills.

2. You will hone your comprehension and critical reading skills—indispensable for case analysis and effective strategic thinking.
3. You will learn to use language for creating appropriate strategies and to produce business documents of which your boss will approve (and which should ultimately advance your career).
4. We'll review certain elements of standard business English as needed, but if you have chronic problems, you're expected to take the initiative and conquer them on your own.

Group work: Teamwork is crucial in business. Learn to collaborate with strangers on the job or in the classroom. Each team will be filing a charter that details the expectations and responsibilities of each team member. Every member is 300% (not 30%) responsible for the final product. **In plagiarism cases, the entire group is liable if the responsible individual(s) cannot be identified.**

Your participation grade will be negatively impacted if the majority of your group informs me in writing that you are not doing your share.

Assessment Activities: The programs offered at Mihaylo College of Business and Economics (MCBE) at Cal State Fullerton are designed to provide every student with the knowledge and skills essential for a successful career in business. Since assessment plays a vital role in Mihaylo College's drive to offer the best programs, several assessment tools are implemented to constantly evaluate our program as well as our students' progress. Students, faculty, and staff should expect to participate in MCBE assessment activities. In doing so, Mihaylo College is able to measure its strengths and weaknesses, and continue to cultivate a climate of prestige and value in its students and programs.

Access for Disabled Students: The University is committed to supporting all students and providing reasonable accommodations when it is possible and appropriate to do so. Students with temporary or permanent disabilities may receive assistance and support services through the Disability Support Services Office, UH 101, 657.278.3117, <http://www.fullerton.edu/DSS/>. This office reviews documentation and determines the necessary specific accommodations for students with disabilities. Students with a disability are entitled to reasonable accommodation after they have identified themselves as a student with a disability. Those students must request specific accommodations and provide documentation in support of their request. The student will be given a form which then must be given to me. This form will advise me of the reasonable accommodation that is to be provided.

Emergency Procedures: Familiarize yourself with CSUF emergency procedures and add emergency contact information to your phone! <http://prepare.fullerton.edu/>

Required Texts:

- O'Rourke, *Management Communication: A Case Analysis Approach*, 5th edition.
- Alfred, Brusaw, & Oliu, *Business Writer's Handbook*, 10th edition. Bedford/St Martins, 2012.
- Harvard Business School Cases, available at a student discount:
<http://cb.hbsp.harvard.edu/cbmp/access/51506877>

Recommended Text

- *Management Communication: An Anthology* 2nd expanded and revised ed. By Farrokh Moshiri (ed). Cognella. 2012.

You can order this book directly from the publisher at

<https://students.universityreaders.com/store/>.

(you need to create an account and select your home institution during this step) or log in if you have an existing account to purchase.

- **Recommended Texts & Assistance with Your Writing:** Strunk & White. *The Elements of Style*.
- *Publication Manual of the American Psychological Association*, 6th edition.
- Tutoring is available once a week for Mihaylo Graduate Students currently enrolled in BUAD 501. Location: SGMH 2404 Tutoring Center.
 - Betsy is available on Tuesdays/Thursdays 4-7pm
 - Lauren is available on Mondays/Wednesdays 2:30-5:30pm.

Please check both calendars for open times and make an appointment using the following link: <http://www.appointmentquest.com/scheduler/2030089821>

- Other course material will be available on our TITANium Web site: <http://www.fullerton.edu/> Go to MY CSUF, log in, and click on the *TITANium* tab. Visiting this Web site, participating in electronic class activities, and monitoring your e-mail regularly are expected in this class.
- Please use your free CSUF e-mail address.
- Use the Mihaylo College of Business and Economics Home Page: <http://business.fullerton.edu/> Learn about MCBE programs, faculty, scholarships and other opportunities.
- Expect to work with online databases such as EBSCO, and Lexis/Nexis for individual and group projects.
- You will need regular access to a computer and to the Internet.

Other Materials: Recently published portable dictionary and thesaurus (electronic versions OK), flash drive, class handouts. All citations must conform to the APA (American Psychological Association) style sheet.

Academic Dishonesty: Plagiarism is the failure to cite the source of your information or language; in other words, it means presenting someone else's work as your own. Any incident of academic dishonesty, including plagiarism, cheating, or submitting falsified work, will result in an F (0%) on the assignment, possibly for the entire course, and likely additional university-level disciplinary action. If you wish to quote or paraphrase someone you must use the APA documentation format.

For more information on CSUF's policies on academic dishonesty, please see the Student Guide to Avoiding Plagiarism:

<http://www.fullerton.edu/deanofstudents/Judicial/Letter%20to%20Students.asp>

Other Policies:

Attendance: Excessive absences will result in a deduction from your participation score. If you are unable to attend class for any reason, please email me immediately. If you must be out hand in your assignment early or e-mail the document to me **on the day it is due**. It is your responsibility to get notes from a classmate and master any missed material **on your own**. Keep in mind that even one missed assignment will lower your grade substantially. *I do not give make up exams*

and I do not accept late papers!

Document format: Default form is a memo addressed to Professor Farrokh Moshiri. All typed documents should be 1.15 spaced, jagged right hand margin (don't justify margin). Don't indent paragraphs; start flush left. Use a business-like font (Times New Roman, New York, Palatino etc.), size 12, one-inch margins all around.

Effort and learning: If an assignment is full of errors and/or has little eye-appeal, I cannot give it a passing grade—no matter how hard anyone “tries.” Your boss will not reward you for an unprofessional-looking and inadequate document regardless of his/her knowing you put great effort into the project. You will earn your grade by producing work of high caliber.

Please let's be professional: In the event of problems preventing you from submitting your work on time or attending class, e-mail me fmoshiri@fullerton.edu) or call me during office hours (ext. 8714). In business, as in this course, effective time management is expected. Hand in papers early if you need to go on a business trip. If you must miss a class session, it is your responsibility to get notes from a colleague and to master the material we have covered on your own. And, please, don't ask me, “Have I missed anything?” Tardiness, absences, and leaving early are unprofessional and will affect your participation points.

Packaging: All work should look professional when it is submitted. Each document should be error-free, pleasing to the eye, clear, courteous, and business-like. When e-mailing MS Word attachments, always write a brief, courteous note explaining what it is you are sending.

"Netiquette"—appropriate online behavior and professional e-mail format:

Refer to the *E-Mail Rules!* on the Titanium site under Course Documents.

Tech Support: In case of technical difficulties, please contact the Titan Help Desk at 657.278.7777.

- Late withdrawals after the Titan registration period (first two weeks) are possible only *for very serious reasons*. This does not include an estimated failing grade in the course.
- Save all your papers until the end of the semester. Always back up computer files and keep hard copies of all work. Practice “safe computing” and budget your time wisely. Computer or printer trouble is no excuse for late or missing work.
- **ASK QUESTIONS AND COMMUNICATE!** Take an active role in your education.

Assignments:

Points:

Approximately 3 case analyses (in class writing).	300	30%
Analytical Report; max. 4 authors per group	200	20%
Group Presentation (based on the research report)	100	10%
Individual Presentations	50	5%
Quizzes	100	10%
Participation (class discussion, Website use, usage of materials, and exercises including diagnostics)	100	10%
Final (in class)	150	15%

Cases are Apple's Future: Apple Watch, Apple TV, and/or Apple Car; Alibaba Goes Public (and its supplement), and Tesla Motors: Burning up the Road to Market Domination or Doom. Individual presenters can use also choose to do the Google case.

Cases must be purchased from Harvard at

<http://cb.hbsp.harvard.edu/cbmp/access/51506877> (copy and paste in your browser. Use your CSU Fullerton email).

Every BUAD 501 student must give one 8-minute individual business presentation this semester, as described below, or lead a case discussion (instructions on Titanium).

In almost every class session, we will observe 3 oral presentation(s). Unless you signed up as a case discussion moderator (see Titanium), you will prepare one of the following PowerPoint presentations:

- Chapter-related issue, extended example, or response based on O'Rourke (our textbook)
- Current issues (presentations highlighting a contemporary business issue—presenter freely chooses a topic that should preferably be communication-related)

You can sign up as a case moderator (see the document for moderators) or give a 5-10 minute presentation on a chapter related case or issue.

Grading Standard:

Pass:

A (100-93) (1000-930)

A- (90-92) (900-929)

B+ (87-89) (870-899)

B (83-86) (830-869)

Fail:

B- (80-82) (800-829)

C+ (77-79) (770-799)

C (73-76) (730-769)

C- (70-72) (700-729)

You have one week from the day on which I return your work to revise a letter-graded writing assignment. If you do an outstanding job on the revision, resulting in a flawless document, you may earn 5 additional points. Revisions are required for all work at or below 82 points (B-). Always submit the original document with the revised copy (staple them together, please).

Some assignments may be evaluated ✓+ (above average), ✓ (average), ✓- (below average).

FINAL WEEK SCHEDULE

21192	12/16 Noon to 1:50	SGMH 2101

Schedule of Readings

Tentative Schedule: **This schedule may be modified to benefit students.** Additional tasks, written or oral, may be assigned. Read the assigned chapters critically, in such a way that you could **teach** them. Be prepared to engage in a lively discussion without prompting. Each session, we will share student-generated PowerPoint presentations about the assigned reading material or discussing a case.

WEEK	DATE	Subject	Assignment due	Report components due
1	08/26	Orientation, diagnostic writing sample Introduction to the Research Project –	Purchase textbook; read syllabus, In-Class writing (DIAGNOSTIC)	
2	9/2	Review diagnostic Case analysis model team selections Required Readings Chapter 1: Management Communication in Transition (III, V) Recommended Readings Moshiri pp-61-65, pp-129-148	Read Domino's Special Delivery PP 19-23	Read Analytical Report Project Assignment Sheet Team selections
3	9/9	Required Readings Chapter 2: Communication Strategy (II, V) Chapter 4: Speaking (IV, V) Chapter 5: Writing Recommended Readings Moshiri pp-61-65, pp-15-44	Up to three individual presentations Revised diagnostic Taco Bell pp 43-49	STEP ONE: Team Charters draft (one per team, post/email to Professor Moshiri Topic Statement + Thesis (one per team, hard copy)
4	9/16	CASE 1 (Problem Analysis) CASE 1 (Alternatives Analysis)	Up to Three Moderators	
5	9/23	Chapter 3:	In-Class writing	STEP Two

		Communication Ethics (I) Academic Honesty: Citation (I)	(CASE 1)	Post Final Version- Thesis Statement
6	9/30	Chapter 6: Persuasion Chapter 7: Technology Chapter 8: Listening and Feedback	Read Working from Home Up to three Moderators	
7	10/7	Required Readings Chapter 9: Nonverbal Communication CASE 2 (Problem Analysis)CASE 2 (Alternatives Analysis) Recommended Readings Moshiri pp 7-14	Up to three Moderators	STEP THREE: Bibliography + Outline due (one per team, post/email to instructor)
8	10/14	Required Readings Chapter 10: Intercultural Recommended Readings Moshiri pp175-216 Executive Summaries Recommended Communication (II, III) Outlining Report Writing	In-Class writing (CASE 2) Executive Summary Up to three presenters	
9	10/21	Required Readings Chapter 11: Managing Conflict (I, II, III)		
10	10/28	Chapter 13: Media Management	Up to three presenters	
11	11/04	Peer Review of Papers		STEP FOUR: 1st draft of report (3 hard copies + emailed to instructor) Submit a draft copy of your team paper on 11/4.
12	11/11	CASE 3 (Problem Analysis) CASE 3 (Alternatives Analysis)	Up to three moderators	

13	11/18		In-Class writing (CASE 3) Up to three presenters	
14	11/25	Thanksgiving		
15	12/2	Group oral presentations (PowerPoint)		STEP FIVE: Group Papers Due
16	12/9	Group oral presentations (PowerPoint)		
17	12/16	FINAL (150 points) 12PM -1:50PM		