CityUniversity
of Seattle

Syllabus

SCHOOL OF BUSINESS AND MANAGEMENT
BUS 310: Business Communications

5 Credits
Effective: Winter 2019-2020

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

This course introduces the notion of communication as an element that stimulates decisions and/or behaviors within an organizational context. Emphasis is placed on how managers can guide individual and team behavior toward fulfilling tactical and strategic objectives by engineering communication networks within the company's social systems. This translates into identifying opportunities for establishing or breaking connections between team members or units. Key topics that will help students gain theoretical and practical knowledge and skills include communication theories, verbal and nonverbal communication strategies, cover letters, resumes, interviews, cultural diversity, cross-cultural communication, interpersonal communication and development of coalitions, business and professional writing and presentations, and the influence of technology such as artificial intelligence on business communication.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are found on the course Reading List. The reading list can be found under Course Information in Blackboard as well as from the library homepage.

Note: Required resources that must be purchased by the student are tagged "Purchase from a vendor of your choosing." Required resources with a direct link, "Available through CityU Library", are available at no cost to students.

Students in Canada will see required resources they need to purchase tagged "Purchase from the Canadian Bookstore." Students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

CITYU LEARNING GOALS

This course supports the following City University learning goals:

- Strong communication and interpersonal skills

COURSE OUTCOMES

In this course, learners:
- Develop a map of the company's political terrain to inform decisions related to forming and guiding collective behaviors including coalitions.
- Demonstrate the ability to participate effectively in interpersonal communication and small group decision-making.
- Develop a customized resume and cover letter.

- Select communication technology appropriately and effectively to create value for the company.
- Influence the audience using professional presentations.
- Demonstrate competency in the fundamentals of business writing, reporting, and research.

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Communication theories
- Engineering communication networks to form and guide collective behaviors
- Verbal and nonverbal communication strategies
- Resumes, cover letters, and interviews
- Cultural diversity
- Cross-cultural communication
- Interpersonal communication
- Informal networks and decision-making
- Business and professional writing and presentations
- Technology and communication

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

Overview of Required Assignments	*% of Final Grade*
Instructor Determined Assignments and Activities	30%
Resume and Cover Letter	20%
Case Study: Forming a Coalition by Engineering Stakeholder Networks	30%
Research Presentation: The Influence of Technology on Organizational Communication	20%
TOTAL	**100%**

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Instructor Determined Assignments and Activities

Whether in class, online, or in a mixed mode setting, you will be graded on your participation in classroom discussions; your ability to present, explain, or defend alternative viewpoints; and the degree to which you have mastered the concepts and principles inherent in the study of business management. Written work will be assessed not only on relevance to the subject presented, but also on adherence to good written form, APA style, and professional presentation. Your instructor may also choose to create

additional activities to support learning in the classroom or online.

Components	% of Grade
Quality of Responses	40%
Quantity of Responses	40%
Timeliness	20%
TOTAL	**100%**

Resume and Cover Letter

Students will create a current cover letter and resume based on information obtained through the first two stages of the job-seeking process: (1) Exploring and (2) Researching. The cover letter will introduce the student and connect aspects of the resume to the job description. The submission for this assessment will include a brief summary of personal interests and capacities (i.e., exploring), a job description that aligns strongly with personal desires and skills (i.e., researching), cover letter, and resume in one document.

Components	% of Grade
Exploring and Researching Stages	10%
Function	10%
Form and Content	40%
Effectiveness	25%
Style Including Structure, Flow, Grammar, and Spelling	15%
TOTAL	**100%**

Case Study: Forming a Coalition by Engineering Stakeholder Networks

To learn about how you can **APPLY** the knowledge and skills required for this case study and create great value such as **leading the company to achieve consistent double-digit sales growth and a successful IPO**, visit: Erik Mason's Case and Beth Israel Deaconess Medical Center's Case.

The instructor will provide a case to students that reflects the dynamics within the network of a company's stakeholders. The primary objective will be to formulate and present alternative strategies that will maximize acceptance of a proposed project (i.e., forming a desired collective behavior). Students will select and utilize proper stakeholder influencing tools to generate useful information about the key players including their individual power, influence, agendas, position relevant to the proposed project, and relations with other stakeholders. This information will enable students to develop an in-depth understanding of the political situation involved in the case. Subsequently, students will analyze the insights that emerged in previous steps in order to finalize players' individual agendas and their linkages, explore the win-win possibilities, and formulate 2-3 alternative strategies that will most likely lead to the acceptance of the proposed project by the majority of the stakeholders. The alternative strategies should primarily reflect decisions related to influencing individuals' knowledge and perceptions about others and the environment, rules of interaction, circumstances under which stakeholders interact with one another, psychological triggers, behavior-generating conditions, and patterns of connections and flows among stakeholders, which are collectively known as the workforce network or architecture. This paper will be 4-6 pages; APA writing conventions should be followed with a minimum of five (5) sources referenced and cited.

Components	% of Grade
Selection and Utilization of Stakeholder Influencing Tools	25%
Analysis of the Political Situation	15%
Agenda Linking and Win-Win Possibilities	15%
Alternative Strategies and Justification	25%
Style Including Structure, Flow, Grammar, and Spelling	10%
APA Style	10%
TOTAL	**100%**

Research Presentation: The Influence of Technology on Organizational Communication

To learn about how you can **APPLY** the knowledge and skills required for this project and create great value such as **how 1-800-Flowers was able to gain 70% new customers through the adoption of Chatbots (i.e., technology)**, visit: 51 Corporate Chatbots Across Industries.

As part of class lectures, students will be given a list of emerging technologies (e.g., AI, Internet of Things, and Augmented and Virtual Reality) that could create value for organizations in a variety of industries. For this assignment, students will explore an opportunity to enhance a company's external communication (i.e., customers) through the integration of a technology. Students can utilize scenarios from their current workplace, a company that they are familiar with, or one that they find through research. In their presentations, students must explain how the enhanced quality of communication that results from the integration of the selected technology might form value-creating collective behaviors among consumers. This research presentation should consist of 12-15 slides including a cover page, an agenda slide, and references. This will be a narrated presentation; therefore, students should record and link their voice to the slides. Students must cite at least four (4) resources and include proper graphics to support and complement their discussions.

Components	% of Grade
Audio/Visual Presentation	30%
Critical Thinking and Analysis	40%
Assignment Requirements	10%
Style Including Structure, Flow, Grammar, and Spelling	10%
APA Style	10%
TOTAL	**100%**

COURSE POLICIES

Late Assignments

A critical aspect of management is to meet predefined deadlines. Therefore, all assignments are expected to be submitted when due. No late assignments are accepted. Life-situations do occur. When an issue arises coordinate with the instructor PRIOR TO the assignment's due date and the due date may be adjusted. It is in the best interest of the student to ensure that all assignments are submitted on time.

Participation

Class participation will be evaluated during class. Participation includes being prepared for class discussions and contributing meaningful content when appropriate. It also includes individual effort contributed to team projects.

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

You are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the University Catalog that is linked from the CityU Web site.

Non-Discrimination & Prohibition of Sexual Misconduct

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit https://my.cityu.edu/titleix or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at https://www.cityu.edu/discover-cityu/about-cityu/ under the Policies section or at https://www.cityuniversity.ca/about/.

Religious Accommodations
City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on

the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity
Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the University Catalog in the section titled [Academic Integrity Policy](#) under Student Rights & Responsibilities.

Attendance
Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly. Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled Attendance under Student Rights & Responsibilities.

Final Assignments Due Date
Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

SUPPORT SERVICES

Disability Services Accommodations Statement
Students with documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.2369.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with your course instructors.

Library Services
CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services](#) online, 24 hours a day, seven days a week.

Smarthinking Tutoring CityU students have 24/7 access to free online tutoring offered through Smarthinking, including writing support, from certified tutors. Contact CityU's Student Support Center at mycityusupport@cityu.edu to request a username and password.