Advanced Strategies in Business Communication
WRBS6283

Course Outline

Description: Develop your understanding of the interpersonal communication skills required for career success. This course will help you hone your communications style and build a positive rapport with senior executives, team members, and those whom you supervise. Learn how to better organize your thoughts, and develop a more disciplined mindset to listening, thinking, and evaluating – before speaking, writing, or presenting. This online course is for mid-level managers looking to improve their workplace visibility through better understanding and employing successful interpersonal communications skills, tools, and techniques.

Course Goals:

- To improve your understanding and application of interpersonal communication best practices
- To help you develop a more strategic approach to organizational communications and presentations
- To discover and hone your personal communications style

Course Objectives: At the completion of this course, the student will be able to:

- Present more concisely, clearly, and confidently with senior managers
- Provide clear direction when communicating with staff and team members
- Communicate with persuasion, to influence and motivate others in achieving department and organizational goals
- Resolve misunderstandings through more effective communication, both verbal and written
- Analyze various diverse audience’s communication needs when delivering verbal and written messages

Course Duration:
- 8 Weeks
- ONLINE

Evaluation:

Class Participation (see below): 20% (Weeks 1-4 @ 10%; Weeks 5-8 @ 10%)
Quiz: 15%
Course Assignment: 30% (Two entries @ 5% each)
Reflective Journal: 10% (Two entries @ 5% each)
Final Exam (Take Home Case Study): 25%

Notes on assignments (papers and reports):
- Must be academic in style and content
- Must have a clear focus
- Must present ideas in a logical and well thought-out flow
- Arguments, analysis and conclusions must be based on clearly identified research and sources
- Must cite all references from other sources
- Must be in paragraph format
- Must be double-spaced, and typewritten
- Must follow APA style

Please contact Continuing Studies if you require information in an alternate format, or if any arrangements can be made to ensure that this course is accessible to you. If you would like to provide feedback about accessibility-related issues that are specific to your experience with Continuing Studies, you may do so using our comment box (located in the entrance of the office) or you may contact Accessibility at Western (accessibility@uwo.ca or 519-661-2111, extension 85562); the feedback will be forwarded to the appropriate individual or area for follow-up.
Policy on Cheating and Academic Misconduct:

Academic honesty is a cornerstone of conduct at Western University. We cannot have freedom of expression without integrity. Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offences; please refer to the section on "Scholastic Offences" in the current University Academic Calendar, or on the web at http://www.westerncalendar.uwo.ca. Such offences include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course any academic work for which credit has previously been obtained or is being sought in another course in this University or elsewhere (without the knowledge and approval of the instructor to whom the work is submitted). Students enrolled in non-degree courses are expected to abide by the University's code of conduct.

Code of Student Conduct:

The purpose of the Code of Student Conduct is to define the general standard of conduct expected of students registered at Western University, provide examples of behaviour that constitutes a breach of this standard of conduct, provide examples of sanctions that may be imposed, and set out the disciplinary procedures that the University will follow. For the complete Code of Student Conduct: http://www.uwo.ca/univsec/pdf/board/code.pdf.

Plagiarism:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western University and Turnitin.com (http://www.turnitin.com).
<table>
<thead>
<tr>
<th>Week (Date)</th>
<th>Class Agenda/Topics</th>
<th>Activities/Homework</th>
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| **Week 1** | Avoiding Communications Breakdown  
Course Overview  
Student Introductions  
Understanding the Barriers to Communication  
Proper selection of Formal Communication Channels as a necessary executive skill | Post introduction online in Week 1 Forum  
Class Case Discussion (Part 1): Ivey Case Study: “Cherie Cosmetics Ltd, Elegante Division.”  
Selected textbook readings, handouts (see “Readings” OWL Lesson 1)  
Complete all activities as posted online in OWL Lessons and Forums |
| **Week 2** | Overcoming Conflict through Collaboration  
Addressing and Resolving Conflict in Meetings  
Team Building and Collaboration Skills  
Improving Workplace Listening Skills | Class Case Discussion (Part 2): Ivey Case Study: “Cherie Cosmetics Ltd, Elegante Division.”  
Activity 2.3 – Resolving Workplace Conflicts  
Selected readings, handouts (see OWL “Readings” Lesson 2)  
Complete all activities as posted online in OWL Lessons and Forums |
| **Week 3** | Think Strategically  
Aligning Organizational, Department, and Communications Goals/Objectives  
Identifying Audiences  
Establishing Common Ground  
Collecting/Evaluating Feedback | Class Case Discussion (Part 3): Ivey Case Study: “Cherie Cosmetics Ltd, Elegante Division”  
Selected readings, handouts (see OWL Lesson 3)  
Complete all activities as posted online in OWL Lessons and Forums |
| **Week 4** | Communications Planning | My Communications Plan: Major Course Assignment Class Discussion |

*Activity 2.3 – Resolving Workplace Conflicts*
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<tr>
<th>Week 5</th>
<th>Planning for Organizations</th>
<th>Selected readings, handouts (see OWL Lesson 4)</th>
<th>Week 5 Activity: Communicating Bad News to Customers (Announcing a Price Hike)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Communications Strategy: Tools &amp; Tactics</td>
<td>Complete all other activities as posted online in OWL Lessons and Forums</td>
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<td>Short Quiz: – Covering materials from Weeks 1-3, Worth 15% (True/False; Multiple Choice; Forum Participation Questions)</td>
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<td>Forum Activity: Presentation Analysis and Strategy</td>
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<td>Complete all other activities as posted online in OWL Lessons and Forums</td>
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<td>Understanding the Event - Audience Analysis - Establishing Presentation Objectives - Establishing Communications Objectives</td>
<td>Forum Activity: Applying the Presenter’s Toolbox Framework</td>
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<td>Week 8</td>
<td>Presentations: Develop a Framework Bring the End to Beginning State the Expected Outcome</td>
<td>Final Exam (Take Home Case Study)</td>
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<td>Final Exam Week</td>
<td>Assignment: Final Reflective Journal Entry</td>
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