

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%**

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

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>).

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Course Schedule:

Week (Date)	Class Agenda/Topics	Activities/Homework
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: <i>“Cherie Cosmetics Ltd, Elegante Division.”</i> Selected textbook readings, handouts (see <i>“Readings” OWL Lesson 1</i>) 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: <i>“Cherie Cosmetics Ltd, Elegante Division.”</i> Activity 2.3 – Resolving Workplace Conflicts Selected readings, handouts (see <i>OWL “Readings” Lesson 2</i>) 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: <i>“Cherie Cosmetics Ltd, Elegante Division</i> Selected readings, handouts (see <i>OWL Lesson 3</i>) Complete all activities as posted online in OWL Lessons and Forums
Week 4	Communications Planning Six Steps to Communications	My Communications Plan: Major Course Assignment Class Discussion

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	<p>Planning for Organizations</p> <p>Communications Strategy: Tools & Tactics</p>	<p>Selected readings, handouts (see OWL Lesson 4)</p> <p>Complete all other activities as posted online in OWL Lessons and Forums</p> <p><i>Short Quiz: – Covering materials from Weeks 1-3, Worth 15% (True/False; Multiple Choice; Forum Participation Questions)</i></p>
Week 5	<p>Public Relations: Managing Bad News</p> <p>Process & Techniques</p>	<p>Activity 9.11: Communicating Bad News to Customers (Announcing a Price Hike)</p> <p>Complete all other activities as posted online in OWL Lessons and Forums</p>
Week 6	<p>Presentation: Put Your Audience First</p> <p>Building a Presentation Framework</p> <p><u>Understanding the Event</u></p> <ul style="list-style-type: none"> - Audience Analysis - Establishing Presentation Objectives - Establishing Communications Objectives 	<p>Textbook: “The Presenter’s Toolbox -- Time Saving Tools to Build Better Presentations.” – Eric Bergman. <u>Read pages 3-20.</u></p> <p><u>Forum Activity:</u> Presentation Analysis and Strategy</p> <p>Complete all other activities as posted online in OWL Lessons and Forums</p>
Week 7	<p>Presentations: Develop a Framework</p> <p>Bring the End to Beginning</p> <p>State the Expected Outcome</p>	<p>Textbook: “The Presenter’s Toolbox -- Time Saving Tools to Build Better Presentations.” – Eric Bergman. <u>Read pages 21-45.</u></p> <p><u>Forum Activity:</u> Applying the Presenter’s Toolbox Framework</p>
Week 8	Final Exam Week	<p>Final Exam (Take Home Case Study)</p> <p>Assignment: Final Reflective Journal Entry</p>