

## Advanced Strategies in Business Communication

WRBS6283

### Course Outline (online)

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**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 proactively plan your communications. 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 staff and senior managers
- Provide clear direction when communicating with staff and team members
- Influence and motivate others in achieving department and organizational goals
- Collaborate more effectively on team projects
- Resolve conflict and misunderstandings through more effective communication
- Analyze various diverse audience's communication needs when delivering presentations

### Evaluation:

- Class Participation (see below): **15%**
- Quizzes: **45%**
- Reflective Journal: **10%**
- Final Exam: **30%**

### 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

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## Grading:

A+	90-100	One could scarcely expect better from a student at this level
A	80-89	Superior work which is clearly above average
B	70-79	Good work, meeting all requirements, and eminently satisfactory
C	60-69	Competent work, meeting requirements
D	50-59	Fair work, minimally acceptable
F	below 50	Fail

## Online Participation Grading Chart:

The following chart will act as a guide for assessing student participation in an online course.

Grade	Criteria
13-15	<p>The student participates frequently and consistently each week, providing relevant posts more than 35 times (approximately 5 combined original/responding posts each week), spread evenly over the length of the course (excluding Exam Week).</p> <p>Replies to discussion questions, instructor comments as well as the responses of other students in a positive and critical manner.</p> <p>The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the Lesson).</p> <p>Responses are of a high quality; an obvious effort has been made to research the answer. Responses offer new perspectives on course material and spark further discussion amongst the class. Student contributes links or attachments to additional resources relevant to the discussion frequently throughout the course.</p>
10-12	<p>The student participates consistently each week, providing relevant posts 25-30 times (approximately 3-4 combined original/responding posts per week) over the length of the course (excluding Exam Week).</p> <p>The student responds in a timely manner (allowing enough time for fellow students to respond, and not posting on the last day of the unit).</p> <p>The student offers new ideas and responds to the contributions of others. Student contributes links or attachments to additional resources relevant to the discussion occasionally.</p>
8-10	<p>The student provides some relevant contributions, 15-20 times over the length of the course (excluding Exam Week).</p> <p>The student occasionally offers new ideas and responds to others.</p>

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- 6-7      The student's contributions are inconsistent in both quality and timing, 10-15 times over the length of the course (excluding Exam Week).
- The student's responses are not always in a timely manner that allows sufficient time for fellow students to respond.
- The student does not offer any new ideas, and responses to fellow students are few.
- 5          The student rarely contributes to discussion, 5-10 times total throughout the course.
- The student does not always respond in a timely manner that allows sufficient time for fellow students to respond.
- The student has difficulty understanding the course content, and does not respond to the contributions of the other students.
- 0-4      The student provides little or no discussion, fewer than 5 times throughout the course.
- Information is contributed only when asked to by the instructor. Responses and feedback are not constructive (negative, disagreeable and generally disruptive to the instructor/fellow students.)
- Responses show little in the way of comprehension of course material. The responses are usually limited to "I agree", "Me too" or the like.

## **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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## **How often will the instructor communicate with me?**

The Instructor will be available from Monday-Friday to respond to questions by the end of each day.

## **Policy on Late Assignments:**

Any late assignments or tests will be subject to a late assignment deduction of 2% per day, including weekends, up to a maximum of 7 days, after which work will not be accepted and a grade of zero will be assigned unless documentation for accommodation has been provided in advance.

## **When will I receive my grades?**

Final grades will be available 2 weeks after the last scheduled day of the course. A grade report can be printed from myWCS.

## **How do I hand in assignments?**

All assignments will be submitted electronically through OWL using the assignment tool. Failure to meet deadlines without the instructor's written permission will be subject to the late assignment policy. It is the student's responsibility to ensure that all assignments forwarded to the instructor arrive before the due date. If you experience difficulty in submitting assignments through OWL, you are responsible for contacting the instructor and arranging an alternate method of delivery (e.g. e-mail attachment) for the assignment.

**\*Please review the Course Schedule on the next page.**

## **Course Schedule:**

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<b>Week</b>	<b>Class Agenda/Topics</b>
<b>Week 1</b>	<u>Avoiding Communications Breakdown</u>  Course Overview  Student Introductions  Proper selection of Communication Channels as a necessary executive skill
<b>Week 2</b>	<u>Overcoming Conflict</u>  Addressing and Resolving Conflict  Team Building and Collaboration  Improving Workplace Listening Skills
<b>Week 3</b>	<u>Teamwork</u>  Virtual Teamwork Group Project
<b>Week 4</b>	<u>Project Collaboration</u>  Virtual Teamwork Group Project (cont'd)
<b>Week 5</b>	<u>Communications Planning</u>  Goals & Objectives Target Audiences Key Messages Communications Tools Post Evaluation
<b>Week 6</b>	<u>Purposeful Presentations</u>  Understanding the Event
<b>Week 7</b>	<u>Developing a Framework</u>  Bring the End to Beginning  State the Expected Outcome
<b>Week 8</b>	<b>Final Exam Week</b>

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