

**Business Communications and Business  
Ethics**  
**Course Number: 22:373:551**  
**Course Title: Business Communications**

## **COURSE DESCRIPTION**

This course will prepare students to be effective communicators in the business world; RBS graduates will face difficult communication challenges as well as high expectations. The course will focus on both written and oral communication strategies for both large and small audiences. The course structure will include lecture, class discussion, assignments, group exercises, and individual student presentations.

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## **COURSE MATERIALS**

There are three required textbooks for this course and two cases:

1. Reader-Friendly Reports, (Paperback) by Carter A. Daniel, McGraw Hill publisher, 2013, ISBN: 978-0-07-178285-2
2. Crucial Conversations, second edition, (Paperback), by Kerry Patterson, Joseph Grenny, Ron McMillan, Al Switzler, McGraw Hill publisher, 2012, ISBN: 978-0-07-177132-0
3. Talk Like Ted, (Paperback ), by Carmine Gallo, St. Martin's Press publisher, 2014, ISBN: 978-1-250-06153-9
4. There are two Harvard Business School cases required for this course. One is "Teaming at Disney Animation" by Amy C. Edmondson, David L. Ager, Emily Harburg, Natalie Bartlett. The other is "Managing Up (A) by Karen MacMillian."

They may be purchased here:

Please note: You will need to register an account when you get to the coursepack link. It will prompt you to sign in or register. (You should click register now from that page).

5. Because correct grammar is a part of your grading criteria, please download the free grammar check:

[www.grammarly.com](http://www.grammarly.com)

Other readings

- *Business Insider*

- *The Wall Street Journal*
- *Bloomberg.com*
- *The Economist*
- *Wired.com*
- *Fast Company*
- *The Economist*
- *Real Clear Politics.com*
- *Pew Global Attitudes*
- *NPR.com All Things Considered*
- *Freakonomics.com*

[http://owl.english.purdue.edu/handout\\_s/general/gl\\_essay.html](http://owl.english.purdue.edu/handout_s/general/gl_essay.html)

or <http://owl.english.purdue.edu/handouts/esl/eslaudience.html>

## **LEARNING GOALS AND OBJECTIVES**

Persuasive communication. Students graduating with an MBA degree will be effective communicators.

Students will demonstrate:

Ability to construct clear, concise, and convincing written business reports

Ability to construct and deliver clear, concise, and convincing oral business reports

Ability to communicate effectively in corporate and business environment

Ability to present yourself to others

### Class Learning Objectives

Students will demonstrate clear and concise writing skills when conveying information by applying a prescribed framework for writing and self-editing at least three informational or persuasive reports

Students will demonstrate clear and concise oral skills when conveying information that open and close a talk in a manner that engages and holds the audience by presenting at least two talks that meet the rubrics associated with this type of report

Students will demonstrate the application of persuasive writing skills and the application of a prescribed framework for persuasive writing skills by writing at least one persuasive report that meets the rubrics associated with this report

Students will demonstrate the application of persuasive public speaking skills and the application of a prescribed framework for persuasion by presenting at least one talk that meets the rubrics associated with this report

Students will demonstrate effective interpersonal communication skills through the use of inquisitive questions, attention and engaging responses by delivering a reflective summary of the use of Emotional Intelligence and how to handle difficult conversations.

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## **PREREQUISITES**

There are no prerequisites required for this course.

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## **ACADEMIC INTEGRITY**

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

Unfortunately, I have dealt with numerous plagiarism issues in this course, and I have seen four common reasons that students commit plagiarism. In the interest of helping you avoid these mistakes, I will share these common reasons with you. Students copy Internet sources to save time. I realize that RBS students are extremely busy and that Business Communication class may not always be a top priority. But I encourage you to realize that a plagiarized paper will not further your education, and it may have a disastrous effect on your grade in the class and on your academic career.

Students may not realize that copying sentences or short paragraphs constitutes plagiarism. Anytime you copy three or more words in a row without using quotation marks and citing the source, that constitutes plagiarism. Please keep the three-words-in-a-row rule in mind.

Students who have trouble with English often look to written sources to find correct and concise ways of stating things. Using other sources as a reference point is fine, but you must be careful that you do not copy more than three words in a row.

Some of the writing assignments in this class require a very specific structure. Students have occasionally been confused and felt that original writing was not necessary and that following the structure was the only requirement for the assignment. All of the assignments in this class will require your original writing.

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## **ATTENDANCE AND PREPARATION POLICY**

Your attendance is required for all classes; additionally, your active participation will be essential to develop your communication skill. You will be graded on your class and group participation. In addition

to engaging in class exercises, you will be expected to make insightful comments about the class content and the work of other students.

Cell phone and laptop usage during class is not allowed except for assignments where you are asked to use it. *If you need to use your cell phone and/or laptop during class, please step out of the room. We will have a break to allow you time to check messages or return calls.* Please arrive on time for each class and please remain for the entirety of each class session.

Only one excused class is allowed. If you know in advance you will miss a class, please let me know. For every class missed without an approved medical excuse, you will have five points deducted. To make up class participation points for a missed class, you may research a topic about business communications and write one paragraph explaining the importance of the topic you selected and how it affects business communications. Include two (2) videos and one news report related to your topic. Please submit this via Canvas in the Discussion Board.

For weather emergencies, consult the campus home page. If the campus is open, class will be held.

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### ASSIGNMENT DATES AND GRADE WEIGHTS

Assignment/Item	Due Date	Point Value (Total	Percentage of Final Grade
Class attendance, participation and leadership	Each Class	10	10%
<b>Writing Clearly</b>			
Class 2 <b>Assignment #1- In class peer review</b>  Writing effective emails  <b>Due</b>	<b>Corporate change email exercise in class</b> <b>Write your draft and bring it to class to be reviewed with your classmates</b>	5	5%
Class 3 <b>Assignment #2 - In class peer review</b>  Thesis development and Writing effective memos  <b>Due</b>	<b>Persuasive paper on Landview exercise in class</b> <b>Write your draft and bring it to class to be reviewed with your classmates</b>  How to analyze a business case	10	10%

Class 4	Read the Evergreen Natural Markets case Answer the questions about the case In class discussion <b>Fishbowl Team 1 – Evergreen discussion</b>		
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Class 5 <b>Assignment #3</b> Delivering bad news and unpopular policies <b>Due</b>	<b>Evergreen email, letter, and memo due</b> Submit email, letter via Canvas. In class discussion	20	20%
<b>--Speaking Clearly</b>			
Class 6 <b>Assignment #4</b> <b>Peer Review</b> Expressing yourself and your brand <b>Due</b>	Submit via Canvas <b>Read Talk Like Ted Elevator Pitch and favorite quote due</b> <b>Fishbowl Team 2 –Ted</b>	10	10%
Class 7 <b>Assignment #5</b> Delivering a speech to an audience <b>Due</b>	<b>Talk Professional Audience Presentation and white paper due</b>	20	20%
<b>- No class-</b>			
<b>Presenting Yourself Clearly</b>			
Class 8 <b>Assignment #6</b> Communicating your worth at work <b>Due</b>	Submit via Canvas Crucial Conversation book assignment due <b>Performance Review due</b> <b>Fishbowl Team 3 –Crucial Conversation</b> <b>Fishbowl Team 4 – Performance review</b>	15	15%

Class 9 <b>Assignment #7</b>  <b>Last Class Due</b>	Submit via Canvas Managing Up case Answer the questions from the case How to ace the performance review <b>Emotional Intelligence &amp; Contextual Intelligence due</b> <b>Fishbowl Team 5 – Managing Up case</b>	10	10%

## CLASSROOM CONDUCT

Students should behave in class by respecting others and not talking while the lecture or other students are talking. If you are rude or disruptive, you may be asked to leave the class. Expect to randomly be called on, please raise your hand with questions, quietly go to the bathroom breaks (breaks will be given typically after one hour of class), if you must eat or drink in class, do it quietly without disrupting others, avoid side conversations, sleeping, and name cards will be issued and used in each class.

Your focused attention and active participation, especially while other students are presenting, is critical for your development and for the classroom-learning environment. Please refrain from disruptive discussions, cell phone usage, laptop usage, and other distracting behavior. Also, please respect your fellow classmates by listening to them and not interrupting their comments.

## GRADING POLICY

Course grades are determined as follows:

Letter Grade	Total Points Score
A	90 – 100
B+	89 – 87
B	86 – 80
C+	79 – 77
C	76 – 70
D	69 – 60
F	59 and below

## COURSE SCHEDULE

Date	Topic	Items Due
Class 1	Course Overview Team assignments Fishbowl discussion Syllabus Reconnaissance 5. Review Canvas 6. Introduction to Business 7. Communications Lecture 8. Thesis development and Writing effective memos	1. Read the syllabus 2. Buy the books and the cases 3. Complete in class assignments 4. Better Business Writing lecture
Class 2:	<b>Thesis Development, Emails and Letters</b> Discuss editing your work Review of Assignment #2	<b>Assignment #1: DUE -Corporate change email in class assignment. Write your draft and bring it to class to be reviewed with your classmates</b>  1. Read Reader Friendly Report book pages 12 – 22 and 149-152 2. Complete exercises on pages 33, 35, 37 and 39 and in class readings to discuss in class. 3. Effective writing tips lecture
Class 3	1. Discussion of thesis development 2. Discuss grammar and feedback from classmates	<b>Assignment #2: DUE -Persuasive paper on Landview Enterprises draft due. Write your draft and bring it to class to be reviewed with your classmates</b>  1. Read pages 41 -81. 2. Complete exercises on pages 65 and 71.

Class 4	Read Teaming at Disney Animation	Read the Evergreen Natural Markets case Review case questions and grading rubric  <b>Fishbowl Team 1 – Evergreen discussion</b>
Class 5	<b>Tips for Professional Presentations</b>	<b>Assignment #3: DUE-Evergreen invite, email, and persuasive memo due</b>  <b>Discussion of the Evergreen case</b>  <b>Fishbowl Team 2- Talk Like Ted discussion</b>
Class 6	<b>Elevator Pitch and favorite quote in class presentations</b>	<b>Assignment #4: DUE- Deliver Elevator Pitch in class and favorite quote</b>  1. Read Talk Like Ted, pages 8-74
Class 7	<b>Professional Audience presentations</b>	<b>Assignment #5: DUE - Professional Audience Presentation and white paper</b>  Present in class: 5-minute individual Professional audience presentations
<b>No class</b>	<b>Thanksgiving Holiday</b>	
Class 8	Crucial Conversations	<b>Assignment #6: DUE</b> <b>Crucial Conversations and Performance Review</b> 1. Crucial Conversations Exercise on pages 89 and 90 2. Read Crucial Conversations, chapters 5, 6 and 7, pages 73-154 3. Read Performance Review scenarios and write a paragraph about how your opinion and suggestions for the manager's conversation <b>Fishbowl 3 – Crucial Conversations discussion</b>

Class 8	Performance Review	<b>Fishbowl 4 – Performance Review discussion</b>
Class 9 <b>Last class</b>	<b>Managing Up case</b>	<b>Assignment #7 DUE - Submit your opinion on the case</b>  <b>Managing Up case discussion</b>  <b>Fishbowl Team 5 – Managing Up discussion</b> 1. Watch the video about “Two Words That Can Change The World, YES AND”: <a href="https://www.youtube.com/watch?v=l1SK_qNLx5U">https://www.youtube.com/watch?v=l1SK_qNLx5U</a> 2. Read the article “Why Improv Training is Great Business Training”: <a href="https://www.forbes.com/sites/forbesleadershipforum/2014/06/27/why-improv-training-is-great-businessstraining/#7866f7726bcb">https://www.forbes.com/sites/forbesleadershipforum/2014/06/27/why-improv-training-is-great-businessstraining/#7866f7726bcb</a> 3. Take the emotional intelligence test and read the explanation of the test and your results. The test is available here: <a href="https://www.verywell.com/howemotionally-intelligent-are-you-2796099">https://www.verywell.com/howemotionally-intelligent-are-you-2796099</a>

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## SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu>.

If you are a military ***veteran*** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]