BUS 365: Communication and Professional Development

Spring 2014 – Room 300 WEST and Breakout Rooms
Mondays and Wednesdays, 10:00 am, 11:30 am, 1:00 pm

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Office: Room 327
Office Hours: Tuesdays 10-1 and Thursdays 12-2. Appointments are for 30 minutes. Please sign up for an appointment on Blackboard. If your classes conflict with my office hours, email me to set up an appointment. Please be aware that I book up quickly before assignments are due. Plan ahead and make your appointments in advance.

Teaching Assistants – Coaches are available by appointment. Any of our TAs can help you, even if he/she is not the one who sits in on your class.

<table>
<thead>
<tr>
<th>10:00</th>
<th>11:30</th>
<th>1:00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lena Miao</td>
<td>Casey Horowitz</td>
<td>Adriana Gomez</td>
</tr>
<tr>
<td></td>
<td>Elaine Poon</td>
<td>Gen Ishikawa</td>
</tr>
</tbody>
</table>

Course Overview and Objectives
This course helps you develop the skills that employers most need in interns and new hires: written and verbal communication skills. You will master norms of writing and presenting, both individually and with a team. Additionally, you will develop self-awareness and emotional intelligence through the Birkman® Assessment.

You will successfully complete the course if you can:

- Create, develop, and deliver professional presentations and documents individually and in a team
- Demonstrate self-awareness and professionalism in class and in breakout groups

Course Philosophy: Learn by Doing
Our course philosophy is that students learn by doing. Therefore, this course is highly interactive. You will learn practical skills and develop materials that you can immediately use in your classes, during interviews, and on the job. Your success in the class depends directly on the effort that you put into the class.
Class meeting formats
To ensure that you receive professor instruction, subject-matter expert instruction, and plenty of time to practice, our class meets in different formats:

- **Section Meetings in room 300 West** – Section meetings include your entire section (approximately 33 students). The class format is highly interactive, even though we are a large group, so prepare to participate in each class.

- **Breakout Meetings** – You are assigned to a breakout group of approximately six students. A trained facilitator will lead your breakout group, and you will meet in a small room. In breakout meetings, you will complete experiential exercises, deliver presentations, and practice your communication skills.

Course Materials
Materials are available from Study.net, and on our course Blackboard conference.

- **Blackboard** – These are materials professors created for the course, or materials for which professors received permission from the authors.

- **Study.net** – This site allows you to purchase materials whose copyrights will not allow distribution on e-reserves.
  - Purchase and access articles on study.net
  - Purchase and access code for Birkman® Assessment on study.net

Required Reading and Materials (in addition to class handouts)

<table>
<thead>
<tr>
<th>Required Reading and Materials</th>
<th>Book</th>
<th>S.N</th>
<th>Blackboard</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Birkman® assessment</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><em>HBR,</em> “The Best Memo You’ll Ever Write”</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>HBR,</em> “How to Make Your Case in 30 Seconds or Less”</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>HBR,</em> ”Learning Charisma”</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>“How to Give a Killer Presentation”</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Articles on Onboarding</td>
<td></td>
<td>✓</td>
<td></td>
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</tbody>
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Communication and Professional Development (BUS 365)
1000 total points

Writing Skills
400 total points
- Resume and Cover Letter
  5 points each; 10 points total
  Due 3/17
- Industry Update Report
  150 points
  Due 3/3
- Company Compatibility Report
  200 points
  Due 4/21
- Leave-behind slide deck for Team Presentation
  40 points
  Same date as team presentation

Speaking Skills
400 total points
- Storytelling Presentation
  100 points
  Due 2/19
- Team Informative Presentation
  50 points (peer assigned)
  2/24 or 2/26
- Behavioral Interview Presentation
  150 points
  3/26 or 4/2
- Team Presentation
  100 points
  4/14 or 4/16

Participation
200 total points
- Coaching with the BWC, one visit before 4/20
  Up to 15 points awarded by writing consultants according to preparation, adherence to policies, and professionalism
- Coaching with the Communication Coaching Program; three visits up to 15 points each, before each presentation date.
  Points awarded by coaches according to preparation, adherence to policies, and professionalism
- Participation in breakout groups - 70 points
- Participation in lecture class - 70 points
### Quick View – Graded Assignments, Due Dates, and Point Values – put these dates on your calendar!

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Due Date</th>
<th>Present</th>
<th>Document</th>
<th>Possible Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storytelling Presentation</td>
<td>2/19</td>
<td>✔️</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>Team Informative Presentation</td>
<td>2/24 and 2/26</td>
<td>✔️</td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>Industry Update Report</td>
<td>3/3</td>
<td>✔️</td>
<td></td>
<td>150</td>
</tr>
<tr>
<td>Resume and Cover Letter, formatted in CMC templates, tailored to specific internship description</td>
<td>3/17</td>
<td>✔️</td>
<td></td>
<td>5 points each; 10 total</td>
</tr>
<tr>
<td>Behavioral Interview</td>
<td>3/26 and 4/2</td>
<td>✔️</td>
<td></td>
<td>150</td>
</tr>
<tr>
<td>Formal Team Presentation</td>
<td>4/14 and 4/16</td>
<td>✔️</td>
<td></td>
<td>100</td>
</tr>
<tr>
<td>Visual Aids for team presentation</td>
<td>Same as above</td>
<td>✔️</td>
<td></td>
<td>40</td>
</tr>
<tr>
<td>Company Compatibility Report</td>
<td>4/21</td>
<td>✔️</td>
<td></td>
<td>200</td>
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</tbody>
</table>

**Total Possible Points = 800**

### Quick View – Participation Points

<table>
<thead>
<tr>
<th>Activity</th>
<th>Due Date</th>
<th>Possible Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakout sessions</td>
<td>Ongoing</td>
<td>70</td>
</tr>
<tr>
<td>Lecture sessions</td>
<td>Ongoing</td>
<td>70</td>
</tr>
<tr>
<td>BWC visit (awarded by writing consultants according to level of preparation, adherence to policies, and professionalism)</td>
<td>Before (not on) 4/21</td>
<td>15 points for one optional visit</td>
</tr>
<tr>
<td>GPCP visits (awarded by presentation coaches according to level of preparation, adherence to policies, and professionalism)</td>
<td>Before (not on) each presentation date</td>
<td>15 optional points for up to 3 visits (45 points total)</td>
</tr>
</tbody>
</table>

**Total Possible Points - 200**

*Please note* that BWC and GPCP visits are optional, but I highly encourage them. These resources will help you deliver a stronger final document or presentation, and will positively impact your total points for the course. The coaches award points based on preparedness for the visit, professionalism, and adherence to the procedures.
Writing and Speaking Resources
If you want to excel, you will benefit from one-on-one coaching. The Goizueta Communication Coaching Program (GCCP) and the Business Writing Center (BWC) can provide you with help in any of your business classes. Please note that appointments for both programs fill up quickly. Plan ahead and make your appointments in advance.

**Goizueta Communication Coaching Program:** Room 313 Goizueta Business School
**Lead Coaches:** Betty Shen and Jaymi Solomon, BBA 2014 candidates

To see hours and make an appointment, [click here](#). To sign into the portal, use the same login that you use to access Goizueta computers. In most cases, this is your FirstClass login. The Goizueta Communication Coaching Program (GCCP) provides you with:

- **Presentation Coaching** - Coaches provide feedback and coaching on your logic, organization, visual aids, and platform skills.
- **Career Coaching** - Coaches will critique your resume and give you a mock interview. Together, you can view the video of your mock interview and collaborate on ideas to improve your interview style, content, and presence.
- **Conversational English Coaching** - Coaches will schedule English language roundtables to facilitate your conversational abilities if English is not your native language.

GCCP coaches are BBA undergraduates who have excelled in communication and been trained in peer coaching and evaluation.

**Business Writing Center:** Room 330, Goizueta Business School (temporarily located in the BBA Program Office)

**BWC Manager:** Laura von Herrmann Smith

Goizueta's Business Writing Center consultants can help you edit your reports, resumes, cover letters, or other class assignments. BWC consultants are both graduate and BBA students who have excelled in business writing and been trained to coach and provide feedback to students. Appointments are necessary to meet with graduate-level BWC consultants. BBA student consultants are available for walk-in hours on a first-come, first-served basis.

To see BWC hours and make an appointment, please click [here](#). Please note that appointments with the BWC are in high demand. Make your appointment early to ensure that you get one. Please review the BWC policies on the website to prepare for appointments.
Course Policies
This is a core, graded, three-credit hour course. This course generally follows the recommended BBA grading distribution for electives (A and A-minus not to exceed 40%; B-plus, B, and B-minus not to exceed 50%; C+ or below of 10%). To best prepare yourselves to succeed in your new roles as business professionals, please:

- **Respect our space.** We are guests using the space of the Weekend MBA (WEMBA) Program. Enter and exit the room quietly. Stay in the area right outside of our room. Do not take food or drink from WEMBA lobbies. Dispose of all trash before you leave the classroom.

- **Participate.** Because communication is best learned experientially, participation determines your mastery of the course material. Please sign in each day, and plan to attend every class. You are allowed one absence for any reason. After that, all absences will result in a loss of 10 points from your participation grade.

- **Arrive on time. Stay until the end.** Class is “closed” two minutes after it begins. Please stay for the entire class. Late arrivals and early departures will count as absences.

- **Be present.** Do not use laptops or electronic communication during class (texting, calling, emailing, surfing, checking your stock portfolio, etc.). Most days will be “laptops down.” On days when we use laptops, please focus on the course content.

- **Respect the time of your peers and professors.** Arrive to class prepared and ready to discuss assignments. Check the syllabus and class conference for answers to simple questions before you email your professor. If you are absent, please find out from a classmate what you missed.

- **Turn your work in on time, at the beginning of class on the day it is due.** Assignments turned in past the due date and time will lose 20%. I cannot accept electronic documents – please plan ahead to ensure that you submit paper copies of your assignments at the beginning of class.

- **Follow professional business formatting.** Type and staple your written work before you turn it in.

- **Use MLA format for all documents and citations.** For details on MLA citations, see [OWL Purdue’s Online Writing Lab](https://owl.purdue.edu).