ADGR770101, Strategic Communication
Fall, 2014 Credits: 3

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Schedule: Monday 6:30-8:30, Sept 8-Dec15
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Boston College Mission Statement
Strengthened by more than a century and a half of dedication to academic excellence, Boston College commits itself to the highest standards of teaching and research in undergraduate, graduate and professional programs and to the pursuit of a just society through its own accomplishments, the work of its faculty and staff, and the achievements of its graduates. It seeks both to advance its place among the nation's finest universities and to bring to the company of its distinguished peers and to contemporary society the richness of the Catholic intellectual ideal of a mutually illuminating relationship between religious faith and free intellectual inquiry.

Boston College draws inspiration for its academic societal mission from its distinctive religious tradition. As a Catholic and Jesuit university, it is rooted in a world view that encounters God in all creation and through all human activity, especially in the search for truth in every discipline, in the desire to learn, and in the call to live justly together. In this spirit, the University regards the contribution of different religious traditions and value systems as essential to the fullness of its intellectual life and to the continuous development of its distinctive intellectual heritage.

Course Description
Success at every level in today’s competitive environment requires strong and sophisticated communication skills. Course offers the knowledge and expertise to effectively tailor your writing style to your message; produce effective business reports, proposals, letters, and memorandums; create and deliver professional presentations; contribute successfully to team meetings and team writing projects through interactive applications of communication technology.

Course Objectives
1. Students will improve general writing skills by learning the fundamentals of effective writing and the principles of good writing style, and will practice these skills in writing assignments throughout the course.
2. Students will develop oral presentation skills by learning to apply effective presentation techniques, to develop persuasive content, and to employ appropriate visuals and design, and will practice these skills in an oral presentation to the class.
3. Students will improve their ability to work collaboratively by learning the importance of team management, team dynamics, communication styles, and the common pitfalls encountered in team work, and will practice these skills in a team presentation.
4. Students will develop an understanding of the impact of gender, intercultural, and inter-generational issues in the workplace through readings, videos, and class discussion.
5. Students will learn the basic forms of business communication (including email, social media, types of business correspondence, types of reports, types of proposals, workplace technology, and multimedia), and will practice using these forms in homework assignments throughout the course.
6. Students will demonstrate an awareness of ethics in the workplace by discussing the importance of reputation and integrity in professional life; by becoming aware of the “gray area” of deception in written and oral business communications; and by using sources appropriately to avoid plagiarism.

Grading
Homework—30%
Team presentation—20%
Individual presentation—20%
Style quiz—20%
Class participation—10%

WCAS Grading System
The undergraduate grading system consists of twelve categories: A (4.00), A- (3.67), excellent; B+ (3.33), B (3.00), B- (2.67), good; C+ (2.33), C (2.00), C- (1.67), satisfactory; D+ (1.33), D (1.00), D- (0.67), passing but unsatisfactory; F (0.0), failure; I (0.0), incomplete; F (.00), course dropped without notifying office; W (.00), official withdrawal from course. The graduate grading system is A (4.00), A- (3.67), Excellent; B+ (3.33), B (3.00), good; B- (2.67), C (2.00), passing but not for degree credit; F (0.0), failure.

Grade Reports. All students are required to log into the web through Agora to access their semester grades. Students must utilize their BC username and password to log on. If your username or password is not known the HELP Desk located in the Campus Technology Resource Center (CTRC) in O’Neill Library will issue a new one. The CTRC requires a valid picture ID (a BC ID, driver’s license or passport) to obtain your password.

Text(s)/Readings (Required)

Text(s)/Readings (Recommended)
Learning Communications. “Mixing Four Generations in the Workplace” YouTube video.

Important Policies

Written Work
Graduate and undergraduate students are expected to prepare professional, polished written work. Written materials must be typed in the format required by your instructor. Strive for a thorough, yet concise style. Cite literature appropriately, using APA, MLA, CLA format per instructors decision. Develop your thoughts fully, clearly, logically and specifically. Proofread all materials to ensure proper grammar, punctuation, and spelling. You are encouraged to make use of campus resources for refining writing skills as needed [http://www.bc.edu/libraries/help/tutoring.html].

Scholarship and Academic Integrity
It is expected that students will produce original work and cite references appropriately. Failure to reference
properly is plagiarism. Scholastic dishonesty includes, but is not necessarily limited to, plagiarism, fabrication, facilitating academic dishonesty, cheating on examinations or assignments, and submitting the same paper or substantially similar papers to meet the requirements of more than one course without seeking permission of all instructors concerned. Scholastic misconduct may also involve, but is not necessarily limited to, acts that violate the rights of other students, such as depriving another student of course materials or interfering with another student’s work.

http://www.bc.edu/content/bc/schools/advstudies/guide/academicinteg.html

Request for Accommodations
If you have a disability and will be requesting accommodations for this course, please register with either Dr. Kathy Duggan (dugganka@bc.edu), Associate Director, Connors Family Learning Center (learning disabilities or AHD) or Dean Paulette Durrett, (paulette.durrett@bc.edu), Assistant Dean for students with disabilities, (all other disabilities). Advance notice and appropriate documentation are required for accommodations. For further information, you can locate the disability resources on the web at http://www.bc.edu/content/bc/libraries/help/tutoring/specialservices.html.

Attendance
Class attendance is an important component of learning. Students are expected to attend all classes and to arrive by the beginning of and remain for the entire class period. When an occasion occurs that prevents a student from attending class, it is the student’s obligation to inform the instructor of the conflict before the class meets. The student is still expected to meet all assignment deadlines. If a student knows that he or she will be absent on a particular day, the student is responsible for seeing the instructor beforehand to obtain the assignments for that day. If a student misses a class, he or she is responsible for making up the work by obtaining a classmate's notes and handouts and turning in any assignments due. Furthermore, many instructors give points for participation in class. If you miss class, you cannot make up participation points associated with that class. Types of absences that are not typically excused include weddings, showers, vacations, birthday parties, graduations, etc. Additional assignments, penalties and correctives are at the discretion of the instructor. If circumstances necessitate excessive absence from class, the student should consider withdrawing from the class. In all cases, students are expected to accept the decision of the instructor regarding attendance policies specific to the class.

Consistent with our commitment of creating an academic community that is respectful of and welcoming to persons of differing backgrounds, we believe that every reasonable effort should be made to allow members of the university community to observe their religious holidays without jeopardizing the fulfillment of their academic obligations. It is the responsibility of students to review course syllabi as soon as they are distributed and to consult the faculty member promptly regarding any possible conflicts with observed religious holidays. If asked, the student should provide accurate information about the obligations entailed in the observance of that particular holiday. However, it is the responsibility of the student to complete any and all class requirements for days that are missed due to conflicts due to religious holidays.

There may be circumstances that necessitate a departure from this policy. Feel free to contact the WCAS at 617-552-3900 for consultation.

Deadlines
Assignments are due at the beginning of the class period on the specified dates.

Course Assignments (topics and readings)
This is a 3-credit class that meets once a week from 6:30 to 8:30 for 14 sessions. It is expected that students will spend 4-8 hours a week on out-of-class readings and assignments. Listed below are the topics covered in each class and the readings for that class. Specific homework assignments and information about individual and team presentations will be given in class.

Class #1 Sept 8
Introduction to course: syllabus; questionnaire; intro to writing terms; in-class exercise

Homework for Class #2:
read BWC, chap 10, style and clarity
read Essential Guide to Presentation Software, chap 2, presentation software
read HBR Guide to Persuasive Presentations

Class #2  Sept 15
Style: clarity in sentences
Oral presentation: presentation software
Homework for class #3:
read BWC, chap 1, paragraphs
read BWC, chap 11, grammar
read Essential Guide to Presentation Software, chap 3, designing your slideshow
begin reading American Icon

Class #3  Sept 22
Style: paragraphs, grammar
Oral presentation: designing visuals; multimedia
Homework for class #4:
read BWC, chap 12, punctuation & mechanics
read HBR Guide to Persuasive Presentations

Class #4  Sept 29
Style: punctuation & mechanics
Oral presentation: speaking skills
Homework for class #5:
read Team Writing, chap 1, planning your collaboration
read Team Writing, chap 2, project management
read Team Writing, chap 3, team charter
read Team Writing, chap 4, task schedule
read BWC, chap 2, workplace technology

Class #5  Oct 6
Collaboration: overview, conducting meetings, working in groups
Forms of business writing: workplace technology
Test on style (clarity, paragraphs, grammar, punctuation, mechanics)
Homework for class #6:
read Team Writing, chap 5, constructive conflict
read Team Writing, chap 6, revising with others
read Team Writing, chap 7, communication style & team diversity
read BWC, chap 4, correspondence, part 1

Class #6  Oct 13
Collaboration: communication style & team diversity
Forms of business writing: correspondence, part 2
Homework for class #7:
read Team Writing, chap 8, troubleshooting problems in teams
read BWC, chap 4, correspondence, part 2

Class #7  Oct 20
Collaboration: troubleshooting problems in teams
Forms of business writing: correspondence, part 2
Homework for class #8:
read BWC, chap 5, business documents, part 1

Class #8  Oct 27
Collaboration: collaborative software, managing group presentations
Forms of business writing: business documents, part 1
Homework for class #9:
read BWC, chap 5, business documents, part 2
finish reading American Icon

Class #9  Nov 3
Forms of business writing: business documents, part 2
American Icon
Homework for class #10:
read BWC, chap 9, job search & application
work with team on presentation

Class #10  Nov 10
Forms of business writing: job search & application
American Icon

Homework for class #11:
write resume & cover letter
work with team on presentation

Class #11  Nov 17
Teacher-student conferences

Homework for class #12:
revise drafts of homework exercises
work with team on presentation

Class #12  Nov 24
Revising
Final exam

Homework for classes #13 & 14:
work with team on presentation

Class #13  Dec 8
Team presentations

Class #14  Dec 15
Team presentations

Homework:
do online course evaluation