

SIENA HEIGHTS UNIVERSITY

BAM 441: COMMUNICATION SKILLS FOR MANAGERS



Faculty Name: Gary Brown
Classroom: TBA
Class Dates: September 12, October 3, October 24 and November 14
Class Day/Time: Saturdays 9:00 am – 5:00 pm
Phone: (269) 214-0319 - Cell, (269) 539-5348 - Work
E-mail: gbrown@sienaheights.edu
dargarbrown@yahoo.com

Class Meetings: Saturdays (9:00am – 5:00pm) September 12, October 3, October 24 and November 14.

Required Text: *Strategic Communication in Business and the Professions, 6th Edition*, by O’Hair/Friedrich/Dixon, 2008

Suggested Text: *American Psychological Association Publication Manual.*

Course Description:

Examination of the role of communication in achieving organizational goals. Emphasis will be placed on business relationships, managerial styles, and group interaction as components of organizational problem solving. Students will develop an ability to assess, select, compose, and evaluate messages exchanged within organizations, both oral and written.

How this course relates to Program Outcomes

In order to be an effective member of a business or organization, you will need to function as a competent practitioner of communications. This course will help to make you aware of the relationship of communications to the obtainment of organizational goals. You will learn how to plan effective messages, structure them appropriately for the intended audience, select the right delivery channel, and be able to evaluate the effectiveness of your endeavor. This will require you to analyze the situation, as well as the audience, and creatively develop the message accordingly.

What makes this course different, however, from other communication courses is its focus on the factors and situations within organizations, which rely directly upon the effectiveness of a manager's ability to communicate effectively.

Because of the applications approach used in this course, you will be able to sharpen your communicative abilities through the classroom exercises, which simulate situations frequently faced by managers. These activities will require you to develop and deliver messages and/or conduct interviews, which require creativity, tactfulness, and inquiry and/or persuasion skills.

Course Objectives:

1. Use interactive listening skills to enhance strategic communications.
2. Employ and interpret non-verbal cues in messages.
3. Collect knowledge about yourself as a leader.
4. Understand how values and ethics influence communication activity.
5. Demonstrate communication competence by choosing the proper message, form of exchange, and channel.
6. Understand the importance of work relationships (internal/external customers).
7. Develop effective positional interviewing skills.
8. Improve your participation level in groups.
9. Evaluate group performance thoroughly and objectively.
10. Organize and deliver successful presentations.

COURSE METHODS:

Lectures, group discussions, role-playing, videos, outside speakers, and in-class written and oral exercises will be used to achieve the above outcomes.

Grading Policy and Scale:

These rules are to protect you from arbitrary judgments by me and from practices that could allow other students unfair advantages. If these rules are unclear to you, please ask me to explain them further.

Initiative – If you experience problems, contact me as early as possible. Early contact allows us more flexibility in resolving your concerns.

Attendance Policy - Each student is expected to be in attendance and on time for each scheduled class. Since we meet only four times, your attendance at all class sessions is essential. Because of the challenges of scheduling team projects and equipment needs, your absence on assigned presentation classes will result in a zero (0) for that assignment. Valid medical or employment excuses will be accepted; however, makeup exams and/or written assignment scores will be lowered by 10%.

Late Assignments – In a business setting, employer assigned tasks must be completed in a timely manner. Failure to comply can often bring penalties. Please submit your assignments on the due date and thereby avoiding late penalties. See Attendance Policy.

Test Make Up – If you miss any test, notify me as soon as possible. Make-ups should proceed the next weekend session. Make-up tests will be more difficult and will contain a 10% **penalty**.

Academic Dishonesty:

“Academic dishonesty is unethical behavior which in any way violates the standards of scholarly conduct. It includes such behaviors as cheating on assignments or examinations, plagiarizing, submitting the same or essentially the same papers for more than one course without the consent of the instructors concerned...Also included in academic dishonesty is knowingly or intentionally helping another violate any part of this policy.” (Siena Heights University, Undergraduate Catalog.) Academic dishonesty will result in zero points for the assignment in question. A second occurrence will result in a failing grade for the course.

Integrity of Scholarship:

Academic and Professional Integrity, Siena Heights University expects its students to use resources with consideration for ethical concerns and legal restrictions.

The principles of truth and honesty are recognized qualities of a scholar and of a competent, purposeful and ethical individual. Siena Heights College expects its students to honor these principles. Academic and Professional integrity refers to the representation of one’s self and one’s work honestly, while demonstrating respect for the accomplishments and contributions of others.

1. Students may not use materials, such as books or notes, or consult with other individuals in the completion of an examination or an assignment unless specifically authorized to do so.
2. Students must appropriately credit the sources of materials and ideas, published or not. Failure to acknowledge the works of others implies that the work is one’s own.
3. Students must follow the ethical and legal guidelines established for copyrighted materials. Siena Heights students’ are expected to be familiar with the policies and practices governing the use of resources and references as set forth by the American Psychological Association in its *Publication Manual*.

Academic Accommodations:

Siena Heights University is committed to providing a learning environment that benefits all students. Pursuant to the Americans with Disabilities Act of 1990 all reasonable accommodations will be made to meet the documented needs of students. The Siena Accommodations Policy for Students with Disabilities requires a student to provide written documentation of his/her disability to the Academic Advising Office. If you require special accommodations, it is your responsibility to notify each instructor during the first two weeks of the semester.

Pre-assignment:

Read chapters 1-5 in the text. Be prepared to discuss the material in class. Find, read, and copy, a business article that highlights positive, or negative, business communication. Bring the article to class and prepare a one-minute presentation sharing with the class a summary of the article, what source you used, and how you would fix the communication problem you are presenting.

BAM 441 COMMUNICATION SKILLS FOR MANAGERS

Fall 2009

Course Schedule and Assignment List

<u>Date</u>	<u>Topic</u>	<u>Assignment Due</u>
Sep 12	Chapters 1-5 Communication in organizations Listening skills Verbal and nonverbal skills	1 –min. presentation Test 1 (Chps 1-5) Scenarios
Oct 3	Chapters 8,9,13,14 Communications & presentation strategies Persuasive Presentations Interviewing employees Updated Resume	Intro Expert Speaker Scenarios Test 2 (Chps 8,9,13,14) Case I due 10/17 (submit by email)
Oct 24	Chapters 6, 12, 15 Leadership & Management skills Employer conducted Interviews	Video taped interview Test 3 (Chps 6,12,15) Case 2 due 11/7 (submit by email)
Nov 14	Chapters 7, 10, 11 Proposal Presentations	Proposal s Video Resume