

SEMESTER AT SEA COURSE SYLLABUS

Fall 2012

Discipline: Communication Studies

SEMS 3500-102: Communication Strategies for Business Professionals

Upper Division

Faculty Name: Terry Bangs

Pre-requisites: To enroll, students should have completed at least a basic composition course. Additional composition courses would be helpful, particularly any coursework or experience in technical writing.

COURSE DESCRIPTION

We'll start with an examination of the role of communication, particularly written communication, in the day-to-day work of global enterprises. We'll then look at the principal communication media used today in global business: letters and memos (most formatted and sent via the internet), e-mail, conference calling (including video conferencing), live presentations, and small-group meetings. We'll also study principles of effective communication in the media and demonstrate those principles through written and oral assignments. In each case, the context will be global organizations, where intercultural issues are at play. You'll be part of a team simulating the internal communication function for a major global company. You'll design communication strategy, develop and create good-news, bad-news, and informative messages. And, with your team, you'll develop a persuasive report and formal presentation for the executive leaders of the company. At one or more ports, we'll visit the headquarters or major regional office of a global company to examine real-world, real-time communication that crosses several national boundaries.

COURSE OBJECTIVES

By the time we disembark at Ft. Lauderdale, you will be able to:

- Describe the role of communication in maintaining relations with the internal and external publics of a global enterprise.
- Analyze the communication needs and capabilities of target audiences for a global enterprise.
- Describe and demonstrate differences among the various communication media common in today's global enterprises.
- Write messages that reflect appropriate tone and style for the target audience.
- Prepare good-news, bad-news, and informative messages appropriate to the target audiences.
- Working with a team, prepare a persuasive formal report and deliver an oral presentation supporting the position presented in the report.

REQUIRED TEXTBOOKS

AUTHOR: Edward P. Bailey
TITLE: *Writing and Speaking at Work*
PUBLISHER: Prentice Hall (Pearson)
ISBN #: 978-0-13-608855-4
DATE/EDITION: 2011 (5th Edition)
COST: \$72.51 (Amazon)

AUTHOR: Morrison and Conaway
TITLE: *Kiss, Bow, or Shake Hands*
PUBLISHER: Adams Media
ISBN #: 978-1-59337-368-9
DATE/EDITION: 2006 (2nd Edition)
COST: \$12.72 (Amazon)

AUTHOR: Strunk & White
TITLE: *The Elements of Style*
PUBLISHER: Allyn and Bacon
ISBN #: 0-205-30902X
DATE/EDITION: 2000 (4th Edition)
COST: \$9.42 (Amazon)

[*Note:* Either the 3rd or 4th edition of this classic book will do—Kindle or paperback. But don't purchase the “Revised 2011 Edition,” which is an update of the original 1909 “little book” by William Strunk and doesn't include the additional material written by E.B. White.]

AUTHOR: Lester and Beason
TITLE: *The McGraw-Hill Handbook of English Grammar and Usage*
ISBN #: 0-07-144133-6
DATE/EDITION: 2004
COST: \$10.13 (Amazon)

[*Note:* Any comprehensive, recently published—within the past 4 years—handbook will do. The McGraw-Hill book—Kindle or paperback—is well organized, complete, and very highly regarded. But other respectable handbooks exist, one of which you may already own. Bring it.]

TOPICAL OUTLINE OF COURSE

Lesson/Date	Topic(s)	Preparation
B1/26 Aug	<u>Introduction; Audience Analysis</u> <ul style="list-style-type: none"> • Introductions, course overview, expectations • Business communication: what difference does context make? • How global businesses organize 	<u>Bailey</u> , Chapt.1; <u>Strunk & White</u> , Introduction to the 1979 edition
B2/28 Aug	<u>Communicating in a Global Environment</u> <ul style="list-style-type: none"> • Diversity in business • Building cross-cultural competence 	<i>Kiss, Bow. . .</i> , “Cultural Orientation,” pp. ix-xiii
B3/30 Aug	<u>Communicating in a Global Environment (cont’d)</u>	<i>Kiss, Bow. . .</i> , “Ireland” and “United Kingdom” chapters
	<i>Dublin</i>	
	<i>London</i>	
B4/9 Sep	<u>A Brief Review of Grammar & Syntax</u> <ul style="list-style-type: none"> • Journals due; select oral reports • Review grammar: the “correct” element 	<u>Bailey</u> , Chapters 8 and 9; <u>Strunk & White</u> , Section I, “Elementary Rules of Usage”; <i>Kiss, Bow. . .</i> , “Belgium” chapter plus chapter(s) on country(ies) you plan to visit in Europe; Bring McGraw-Hill Handbook (or your own) to class.
	<i>Antwerp</i>	

Lesson/Date	Topic(s)	Preparation
B5/17 Sep	<u>Style in Business Communication</u> <ul style="list-style-type: none"> • Grammar & syntax continued • Tone and voice • Choosing the right words • Revising sentences and paragraphs 	<u>Bailey</u> , Chapter 2; <u>Strunk & White</u> , Section II, “Elementary Principles of Composition”; Bring McGraw-Hill Handbook (or your own) to class.
<i>Lisbon</i>		
B6/22 Sep	<u>The Business “Publics”</u> <ul style="list-style-type: none"> • Paper #1 due: Grammar Refresher and Revision • Discuss potential audiences for business communication • Analyzing the audience(s) 	Bring McGraw-Hill Handbook (or your own) to class; <i>Kiss, Bow. . .</i> , “Portugal,” “Spain,” and “Egypt” (In “Egypt,” only sections on cultural orientation, business practices, and protocol).
<i>Cadiz</i>		
<i>Casablanca</i>		
B7/2 Oct	<u>Forms of Day-to-Day Communication: Letters, Memos, and e-Mail</u> <ul style="list-style-type: none"> • Journals due; select oral reports 	<u>Bailey</u> , Chapters 10 & 4; <u>Strunk & White</u> , Section III, “A Few Matters of Form.”
B8/4 Oct	<u>Writing for the Boss: Informative Messages</u>	<u>Bailey</u> , Chapters 3, 5, & 7.
B9/7 Oct	<u>Writing for the Boss: Positive Messages</u> <ul style="list-style-type: none"> • Paper #2 due: All-employee notice, e-mail + memo 	Complete paper #2: e-mail + memo
<i>Tema</i>		

Lesson/Date	Topic(s)	Preparation
B10/14 Oct	<u>Writing for the Boss: Negative Messages</u> <ul style="list-style-type: none"> • Journals due; select oral reports 	<u>Strunk & White</u> , Section IV, “Words and Expressions Commonly Misused.”
B11/16 Oct	<u>Writing to the Boss: Persuasion in Business Communication</u> <ul style="list-style-type: none"> • Paper #3 due: end-of-extra-pay memo • Discuss persuasion in business writing 	Complete paper #3. <i>Kiss, Bow. . .</i> , “South Africa”
<i>Cape Town</i>		
B12/23 Oct	<u>Formal Reports</u>	<u>Bailey</u> , Chapters 13 & 6
B13/25 Oct	<u>Communicating with the Outside Public: Public Relations</u> Journals due; select oral reports	
B14/27 Oct	<u>Communicating with the Outside Public: Public Relations</u> (continued)	
B15/30 Oct	<u>The Job-Application Process</u> <ul style="list-style-type: none"> • Job-application letters • Resumes 	<u>Bailey</u> , Chapter 12.
B16/1 Nov	<u>The Job-Application Process</u> <ul style="list-style-type: none"> • The job interview • Paper #4 due: Formal report 	Complete paper #4: Formal report <i>Kiss, Bow. . .</i> , “Argentina,” and “Uruguay”
<i>Buenos Aires</i>		
<i>Montevideo</i>		
B17/10 Nov	<u>Effective Oral Presentations</u> <ul style="list-style-type: none"> • Organizing the presentation • Delivery 	<u>Bailey</u> , Chapters 14, 15, & 16. <i>Kiss, Bow. . .</i> , “Brazil.”
<i>Rio de Janiero</i>		
B18/15 Nov	<u>Effective Oral Presentations (continued)</u> <ul style="list-style-type: none"> • Paper #5 due: job application and resume 	Complete paper #5: job application and resume

Lesson/Date	Topic(s)	Preparation
B19/17 Nov	<u>Effective Oral Presentations</u> (continued) <ul style="list-style-type: none"> • Design and use of visuals • Delivering the presentation 	<u>Bailey</u> , Chapters 18 & 19.
B20/20 Nov	(No Class—Prepare for final reports)	
	<i>Manaus</i>	
B21/25 Nov	<u>Oral Presentations</u> (Working in teams, present an oral report for a multicultural executive audience)	Prepare oral presentations; (Performance appraisals due on date of presentation)
B22/27 Nov	<u>Oral Presentations</u> (continued)	
B23/29 Nov	<u>Oral Presentations</u> (continued)	
	<i>Roseau</i>	

FIELD ASSIGNMENTS

Journal. You'll maintain a journal, in which you'll write entries based on observations from each port and written as if intended for various business audiences and situations. I'll provide detailed expectations for each entry before we disembark in each port, but the lesson-by-lesson schedule (above) describes general requirements. Most of these entries will require interaction with people from the culture we're visiting. So you should make every effort to include, in each port, one of the following:

- A home visit
- An exchange with local college students
- A service project or service visit.

Final Project. You'll also draw on your experiences from one country we visit as well as additional research to present an oral report to a mock executive audience describing a local business problem and recommending a solution. Again, I'll provide detailed instructions in class.

Field Lab. As a class requirement, we'll visit a global business headquartered in or near one of our ports to learn first-hand the challenges of communicating with workers representing diverse nationalities and cultures. You'll incorporate experiences from the field lab into the next assignment you prepare for the course.

METHODS OF EVALUATION

- Papers #1 - #3 (30%)
- Formal report (20%)
- Cover letter and resume (10%)
- Quizzes and Journal (10%)
- Class and team participation (10%)
- Final report and oral presentation (20%)

RESERVE LIBRARY LIST

AUTHOR: Truss
TITLE: *Eats Shoots & Leaves*
PUBLISHER: Gotham Books
ISBN #: 1-592-40087-6
DATE/EDITION: 2003
COST: \$13.57 (Amazon)

Work: Sample questions and answers for IELTS speaking exam. Part 1. Describe the company or organization you work for. " I work for the Energy Development Corporation (EDC); it is a company that focuses on the development of renewable energy. What is your position? -I am part of the geophysical survey team, I am a geologist. Face the IELTS Speaking exam with confidence! IELTS Work Vocabulary. March 25, 2013 By PeterT. Topic Vocabulary >> Lesson 7: Work. If you're employed, getting the necessary qualifications for a job, or still trying to decide what kind of career you're interested in, you'll need to be able to tell the examiner about this if you're asked questions about work. Read the following IELTS-style questions and answers below and pay attention to the phrases in bold. I like working with customers | unfortunately it's only temporary work but one of the perks of the job is I get a discount on the clothes | Examiner: Do you have any career plans yet? Carly: Yes | I'd like to be my own boss one day | I'm interested in programming and I'd like to create apps for myself or for other companies | Writing & Speaking at Work delivers practical insight and instruction to help readers become effective communicators no matter where their careers may take them. Instead of detailing the various communications theories, this text focuses on the two critical communication needs of business people: writing and speaking. The fifth edition features a new chapter on how to prepare executive summaries. EtraflÄ± oxuyun.