Course Description

MBAD 6164 Executive Communication (3G) Intensive study of communication in organizations from middle- and upper-management perspectives with special attention to corporate communication, media relations, technologically-mediated communication, crisis communication and public affairs. Case studies, readings and project assignments will be used in a variety of business situations.

Course Overview

This course is designed to enable you to clearly view your communication abilities, dilemmas, and challenges. Since our knowledge of the communication process is still unfolding, you may be able to see communication in a light never before possible. Executive communication has emerged as a new discipline for two reasons. First, we have become an information society and that is altering the traditional approaches to management. Second, tremendous technological advances demand new skills for successful communication with others. Because of these changes, many organizations are realigning their communication priorities.

Understanding which communication skills are needed by managers requires an understanding of how communication occurs in an organization and which key theories of management have made those skills necessary. The purpose of this course is to sharpen the communication knowledge, skills and abilities you use as a manager. Emphasis will be placed on written and oral communication, employee communications, organizational image and identity, business and the media, crisis communication, and the role of ethics, technology, and globalization on communication effectiveness.

Required Textbooks


Class Objectives

1. To recognize the growing importance of effective communication as a tool for managers.
2. To improve your understanding of the communication process through the exploration of executive communication theory and practice.
3. To develop techniques for managing and communicating organizational image and culture.
4. To improve your media and crisis management skills.
5. To sharpen your written, oral, and interpersonal communication skills.
6. To provide you with knowledge, skills, and abilities that can improve your decision-making skills.
7. To learn how to better adapt messages to diverse audiences while recognizing the important role of ethics, technology, and globalization.

CLASS FORMAT

You will achieve the objectives of the course through a combination of lectures, class discussions, cases, and experiential exercises. Since this is an interactive, discussion-driven course, your attendance and participation are expected. Evaluation of class participation will be based on your ability to raise and answer questions, to bring up ideas or insights, and to build upon the ideas of others.

Do you have any questions about the course? If so, feel free to get in touch with me and share your thoughts and expectations on the course.

COURSE ADJUSTMENT IN RESPONSE TO THE DEMOCRATIC NATIONAL CONVENTION (DNC)

As noted on the course agenda, we will not have class on Thursday, September 6 because of the DNC. The University has stated that we cannot simply cancel the class, but rather we must develop an alternative arrangement for the class. Thus, from September 13-November 29 (our last class day not including the final exam), we will extend class by 15 minutes for each class session. Thus, we will meet from 5:30-8:30 p.m.

CLASS POLICIES

1. Written/Oral Assignments

   - Each assignment must follow the guidelines for preparation mentioned in class. Written assignments will be graded on content, format, organization, and grammar. Some important criteria to consider in writing various business documents include: Content (missing important information/details), Format (spacing, alignment, neatness), Organization (direct/indirect organizational styles, logic), and Grammar (writing style, misspelled words, subject/verb agreement, awkward phrases, tone, punctuation, sentence/paragraph length, coherence, word choice, active/passive voice, parallelism, and transitions).

   - When appropriate, you are expected to use citations and references in your assignments. Please employ the Publication Manual of the American Psychological Association for your references.

2. Attendance Policy

   - Students are expected to attend punctually all scheduled sessions in the courses for which they are registered and are responsible for completing the work from all class sessions.

   Absences from class may be excused by the instructor for such reasons as personal illness, religious holidays, or participating as an authorized University representative in an out-of-town event. Whenever possible, students are expected to seek the permission of the instructor prior to absences.

3. Late Work

   - Your work will be collected at the beginning of class on the day it is due. Since your work will be discussed in class, you should make a copy of it to join in class discussion. One aspect of success in organizations is learning to meet deadlines. For that reason, penalties for late work will be assessed in the manner listed below, except for extraordinary circumstances. You may submit your work early if you must miss class.

<table>
<thead>
<tr>
<th>Time</th>
<th>Late Penalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Same day but after class</td>
<td>-10% of grade</td>
</tr>
<tr>
<td>One day late</td>
<td>-20% of grade</td>
</tr>
<tr>
<td>Two days late</td>
<td>-50% of grade</td>
</tr>
<tr>
<td>&gt;Two days late</td>
<td>Grade of 0</td>
</tr>
</tbody>
</table>
4. Participation

- You are encouraged to develop your communication skills by practicing them in class with insightful and relevant comments. Thus, you are expected to come to class fully prepared to offer your insights and to ask and answer questions.

**ACADEMIC INTEGRITY:**

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. The following information from the current UNC Charlotte Catalog is provided for your information.

**THE UNC CHARLOTTE CODE OF STUDENT ACADEMIC INTEGRITY**

The UNC Charlotte Code of Student Academic Integrity governs the responsibility of students to maintain integrity in academic work, defines violations of the standards, describes procedures for handling alleged violations of the standards, and lists applicable penalties. The following conduct is prohibited in that Code as violating those standards:

A. **Cheating.** Intentionally using or attempting to use unauthorized materials, information, notes, study aids or other devices in any academic exercise. This definition includes unauthorized communication of information during an academic exercise.

B. **Fabrication and Falsification.** Intentional and unauthorized alteration or invention of any information or citation in an academic exercise. Falsification is a matter of altering information, while fabrication is a matter of inventing or counterfeiting information for use in any academic exercise.

C. **Multiple Submission.** The submission of substantial portions of the same academic work (including oral reports) for credit more than once without authorization.

D. **Plagiarism.** Intentionally or knowingly presenting the work of another as one's own (i.e., without proper acknowledgment of the source). The sole exception to the requirement of acknowledging sources is when the ideas, information, etc., are common knowledge.

E. **Abuse of Academic Materials.** Intentionally or knowingly destroying, stealing, or making inaccessible library or other academic resource material.

F. **Complicity in Academic Dishonesty.** Intentionally or knowingly helping or attempting to help another to commit an act of academic dishonesty. A full explanation of these definitions, and a description of procedures used in cases where student violations are alleged, is found in the complete text of The UNC Charlotte Code of Student Academic Integrity. This Code may be modified from time to time. Students are advised to contact the Office of the Dean of Students or go to www.legal.uncc.edu/policies/ps-105.html to ensure they consult the most recent edition.

**CLASS ASSIGNMENTS**

During the semester, you will complete one case, a research paper, and an oral presentation. Detailed instructions will be given for each assignment. While the content of your papers is very important, the format is also important. Below are several guidelines to assist you when preparing your written work:

1. Type your work using a 12-point font.
2. Organize your work by using section headings, if necessary, to break up large quantities of text.
3. Use standard grammar, appropriate vocabulary, and correct spelling and punctuation.
5. Staple your papers in the top left corner. Please do not use plastic covers.
EXAMINATIONS

You will take two examinations, a midterm and a final, during the semester. These examinations will cover all readings, assignments, and class discussions. Make-up examinations will be given only when prior arrangements have been made or under extraordinary circumstances.

GRADING

Possible Points

1. Midterm 100
2. Final 200
3. Case 100
4. Research Paper 200
5. Oral Presentation 100
Total 700 pts.

GRADING SCALE

A= 630-700 points
B= 560-629 points
C= 490-559 points
U= Below 490 points

COURSE AGENDA

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>R 8/23</td>
<td>Introduction to Course</td>
<td>Overview of Executive Communication</td>
</tr>
<tr>
<td>R 8/30</td>
<td>Writing: Composing Efficiently; Macro/Micro Issues</td>
<td>Munter: Chapter I&lt;br&gt;Munter: Chapters II-IV and Appendices A-D</td>
</tr>
<tr>
<td>R 9/6</td>
<td>No Class—Democratic National Convention</td>
<td></td>
</tr>
<tr>
<td>R 9/13</td>
<td>Writing: Composing Efficiently; Macro/Micro Issues&lt;br&gt;Speaking: Verbal Structure; Visual Aids, Nonverbal Skills</td>
<td>Munter: Chapters II-IV and Appendices A-D&lt;br&gt;Munter: Chapters V-VII</td>
</tr>
<tr>
<td>R 9/20</td>
<td>The Changing Environment for Business&lt;br&gt;Communicating Strategically&lt;br&gt;Understanding Communication</td>
<td>Argenti: Chapter 1&lt;br&gt;Argenti: Chapter 2&lt;br&gt;Clampitt: Chapter 1</td>
</tr>
<tr>
<td>R 9/27</td>
<td>Examining Communication Approaches&lt;br&gt;Selecting and Using Communication Technologies&lt;br&gt;Managing Data, Information, Knowledge and Action</td>
<td>Clampitt: Chapter 2&lt;br&gt;Clampitt: Chapter 5&lt;br&gt;Clampitt: Chapter 6</td>
</tr>
<tr>
<td>R 10/4</td>
<td>Identity, Image, and Reputation&lt;br&gt;Crisis Communication&lt;br&gt;Imparting the Organizational Culture</td>
<td>Argenti: Chapter 4&lt;br&gt;Argenti: Chapter 10&lt;br&gt;Clampitt: Chapter 4</td>
</tr>
</tbody>
</table>
The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.