



BUSINESS COMMUNICATION – Fall 2019

MCOM-GB.2105.U3 – meets in **TBC**

Wednesday, September 4 from 6:00pm to 9:00pm
Saturday, September 7 from 9:00am to 4:00pm
Monday, September 9 from 6:00pm to 9:00pm
Wednesday, September 11 from 6:00pm to 9:00pm
Saturday, September 14 from 9:00am to 12:00pm

PROFESSOR LINDSEY DIETSCHI

ldietsch@stern.nyu.edu

*PLEASE NOTE IN PROFESSOR EMAIL ADDRESS THERE IS NO “I” AT THE END OF LAST NAME

OFFICE HOURS

By appointment

TEACHING FELLOW

TBD

****Important note:**

To be updated for Fall 2019 – indicative content/timing only

COURSE OVERVIEW

This course introduces the basics of communication strategy and persuasion: audience analysis, communicator credibility, message construction and delivery. It provides opportunities for you to improve your business speaking and writing skills, regardless of current skill level. You will deliver individual and team presentations, and will receive feedback to improve your communication effectiveness. Team presentations will be based on a case that you choose from a list of companies currently facing a reputation crisis. For the final project, your challenge will be to craft a presentation with your team that persuades the audience to accept your strategic recommendations. This highly interactive course will help you become a more dynamic, persuasive communicator.

REQUIRED READING

- Munter and Russell. *Guide to Presentations*. 4th Edition. Prentice Hall, 2013.
Please order online through the retail outlet of your choice; [Amazon link here](#)
- Cases. **A List of Companies Facing Reputation/Image Crisis**
Available on NYU Classes
- SEC. *A Plain English Handbook*. Chapters 1, 3, 4, 5, 6 and 7.
Available online, free of charge, at <http://www.sec.gov/pdf/handbook.pdf>

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NYU CLASSES

I use the NYU Classes site to post announcements; please check Announcements on the site regularly. After each class, I post the slides under Resources, and send the URL of the class video to your email. You can find the documents related to assignments under Assignments. You can also submit your work to Assignments. Click “submit” to complete the process.

LAPTOPS

You will use laptops, iPads, or other electronic devices only in **Sessions 1, 2, 4 and 5** for specific in-class activities. Be sure to bring your device to class on these dates. If you do not have one, arrange a few days in advance to borrow one from the IT HelpDesk in Shimkin UC 120. The HelpDesk staff can be reached at 212-998-0180 or HelpDesk@stern.nyu.edu.

INTEGRITY

I expect that you will adhere to the Stern MBA Honor Code.
http://w4.stern.nyu.edu/scorp/committee.cfm?doc_id=4797

GRADING

The assignments for this course are listed below. (Grading criteria for each assignment are listed on the following pages.) Your final grade will be based on class participation and your completion of the assignments. Grade distribution will follow the determined standards of the Stern School of Business.

	ASSIGNMENT	% of GRADE	DUE
1	Student Information Sheet – Pre-work Assignment	*	Due Wednesday, 8/28 noon
2	Individual Benchmark Presentation	*	Session 1: Wednesday, 9/4
3	Self-Evaluation Individual Benchmark Presentation	*	Due Friday, 9/6 midnight
4	Benchmark Presentation (Team delivery)	10	Session 2: Saturday, 9/7
5	Benchmark Presentation (Individual delivery)	10	Session 2: Saturday, 9/7
6	Self-Evaluation Team Benchmark Presentation	*	Due Tuesday, 9/10 midnight
7	Team Presentation Planner	*	Session 4: Wednesday, 9/11 6pm
8	Document Analysis (Individual)	10	Due Thursday, 9/12 midnight
9	Summary of Crisis and Company Executive Bios	*	Due Friday, 9/13, 12:00 noon
10	Persuasive Presentation (Team)	20	Session 5: Saturday, 9/14
11	Persuasive Presentation (Individual delivery)	20	Session 5: Saturday, 9/14

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12	Final Email	10	Due Thursday, 9/19 12:00 noon
13	Participation (Includes * items above as well as items under Class Participation section below)	20	Ongoing

NOTE: All written deliverables should be posted on NYU Classes-Assignments.
Follow the prompts and attach your document as directed. Please use Microsoft Word software.

Many of our class discussions will be based around the day's given deliverables; therefore, late assignments will lose points. If you have a qualified disability and will require academic accommodation during this course, please contact the Moses Center for Students with Disabilities (CSD, 212-998-4980) and provide me with a letter from them verifying your registration and outlining the accommodations they recommend.

CLASS PARTICIPATION

In-class contribution is a significant part of your grade and an important part of our shared learning experience. Your active participation helps me to evaluate your overall performance. You can excel in this area if you come to class on time, stay through the end of class, return promptly after breaks and contribute to the course by:

- Providing strong evidence of having thought through the material
- Advancing the discussion by contributing insightful comments and questions
- Listening attentively in class
- Demonstrating interest in your peers' comments, questions, and presentations
- Giving constructive feedback to your peers when appropriate

Business Communication is designed to be a highly interactive course. The more you invest in it, the more you will learn and the more others will learn from you.

ATTENDANCE POLICY

Attendance at every class session is required and part of your grade. Please choose another Business Communication section if you have any time conflict.

VIDEO RECORDING

One way to improve your presentation skills is to watch yourself on video. For this reason, all of your in-class presentations will be recorded on video and made available to you through the Mediasite tab on NYU Classes. (Video streams are saved as Real Media files. If you need RealPlayer to view the video of your presentation, you can download it for free from: [http://www.real.com/.](http://www.real.com/))

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SESSION OUTLINE

PRE-WORK			
	<p><input type="checkbox"/> Deliverable 1 – Student Information Sheet Fill out the Student Information Sheet (provided through email and on NYU Classes-Assignments) and submit on NYU Classes under Assignments.</p> <p>This is not a graded assignment, but your timely submission and thoughtful, thorough answers will contribute to your course participation grade. <u>The pre-work assignment is due by Wednesday, August 28th at 12:00 noon.</u></p>		
<p>READINGS: FINISH <u>BEFORE</u> COMING TO CLASS</p>	<p>Munter and Russell, <i>Guide to Presentations</i> - read in its entirety SEC, <i>A Plain English Handbook</i>, Chapters 1, 3, 4, 5, 6 and 7 A list of companies facing reputation crisis (NYU Classes-Company Cases)</p>		
SESSION ONE WEDNESDAY, SEPTEMBER 4, 2019 6:00PM - 9:00 PM			
<p>READINGS: FINISH <u>BEFORE</u> COMING TO CLASS</p>	<p>Munter and Russell, <i>Guide to Presentations</i> - read in its entirety SEC, <i>A Plain English Handbook</i>, Chapters 1, 3, 4, 5, 6 and 7 A list of companies facing reputation crisis (NYU Classes-Company Cases)</p>		
<p>DELIVERABLE</p>	<p><input type="checkbox"/> Deliverable 2 - Individual Benchmark Presentation (2-3 minutes) Prepare a two to three-minute oral presentation (using no visual aids, notes or slides). This will serve as a benchmark of your oral presentation skills. Include some personal information in your story so we can know you better by the end of the presentation.</p> <p>Choose one of the following topics:</p> <ol style="list-style-type: none"> a. Tell us which communication skill you think is the most important for success in a global business environment and why. b. Describe an event at work that involved a communication breakdown. c. Share with us the best or worst business advice you ever received. 		
AGENDA	TOPICS		
6:00 – 7:15	<ul style="list-style-type: none"> ● Course and Team Introductions ● Communication Strategy 		
7:15 – 7:30	<ul style="list-style-type: none"> ● Break 		
7:30 – 9:00	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ● Individual Benchmark Presentations (Teams 1, 2 and 3) ● Individual Benchmark Presentations (Teams 4, 5 and 6) </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> ● Team Meetings (Teams 4, 5 and 6) ● Team Meetings (Teams 1, 2 and 3) </td> </tr> </table>	<ul style="list-style-type: none"> ● Individual Benchmark Presentations (Teams 1, 2 and 3) ● Individual Benchmark Presentations (Teams 4, 5 and 6) 	<ul style="list-style-type: none"> ● Team Meetings (Teams 4, 5 and 6) ● Team Meetings (Teams 1, 2 and 3)
<ul style="list-style-type: none"> ● Individual Benchmark Presentations (Teams 1, 2 and 3) ● Individual Benchmark Presentations (Teams 4, 5 and 6) 	<ul style="list-style-type: none"> ● Team Meetings (Teams 4, 5 and 6) ● Team Meetings (Teams 1, 2 and 3) 		

SESSION TWO SATURDAY, SEPTEMBER 7, 2019 9:00AM – 4:00PM	
READINGS: FINISH <u>BEFORE</u> COMING TO CLASS	Review Munter and Russell, <i>Guide to Presentations</i> , Chapters 1, 4 & 5 Schenkler and Russell, “How To Review Your Videotape” (NYU Classes-Course Documents)
DELIVERABLES	<p><input type="checkbox"/> Deliverable 3 - Self-Evaluation of Individual Benchmark Presentation Video Read “How To Review Your Videotape” (NYU Classes-Course Documents) and then watch your Individual Benchmark Presentation Video (email link); fill out the Self-Evaluation Form (Assignments) and submit it (Assignments) on 9/6 midnight.</p> <p><input type="checkbox"/> Deliverable 4 / 5 - Team Benchmark Presentation (12 minutes) + 3 minutes of Q&A Choose from the list a company that faces a challenge to its reputation. In this presentation your goal is to present the company’s profile and prepare your fellow students with enough information to help them develop a unique view of your company. With the information, your classmates will represent the company’s executives and become your target audience in the second team presentation.</p> <p>A company profile may include essential information such as:</p> <ul style="list-style-type: none"> ● History ● Key executives ● Core business and competitive position within its industry ● Products and services ● Key financial data, i.e. profitability, scope of business ● Global presence ● Sense of future prospects ● Image and reputation in comparison to competitors. <p><u>Remember to:</u></p> <ul style="list-style-type: none"> ● Complete the Presentation Planner (NYU Classes-Assignments) and post it on Assignments. <u>Bring a hard copy of your Planner to class.</u> ● Design visual aids for your presentation. Include at least two charts or graphs. Post slides on Assignments (in “.ppt” format) <u>by 12:30pm on 9/7. Bring a hard copy of your slide deck to afternoon class.</u> ● Allot roughly equal time for each member to speak <p><i>GRADING CRITERIA:</i></p> <ol style="list-style-type: none"> 1. <i>Strategy:</i> <i>Audience clearly understands your main message and the key data points for your company</i> 2. <i>Organization:</i> <i>Presentation follows a logical order and details support the main ideas</i> 3. <i>Structure:</i> <i>Opening captures audience’s attention and close summarizes key points</i> 4. <i>Content:</i> <i>Information is relevant and useful; examples and facts are included</i>

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	5. Delivery: <i>Congruent verbal and non-verbal messages reach and engage the audience</i>
AGENDA	TOPICS
9:00 – 12:00	<ul style="list-style-type: none"> ● Business Speaking <ul style="list-style-type: none"> - Non-Verbal Delivery - Presentation Structure ● Business Writing <ul style="list-style-type: none"> - Verbal Structure - Language and Style
12:00 – 1:00	<i>Lunch</i>
1:00 – 4:00	<ul style="list-style-type: none"> ● Rehearsal of Team Presentations in breakout rooms ● Team Benchmark Presentations

SESSION THREE MONDAY, SEPTEMBER 9, 2019 6:00 PM - 9:00 PM	
READINGS: FINISH BEFORE COMING TO CLASS	Review Munter and Russell, <i>Guide to Presentations</i> , Chapters 1, 4 & 5
DELIVERABLES	<input type="checkbox"/> Deliverable 6 - Self-Evaluation of Team Benchmark Presentation Video Watch Team Benchmark Presentation Video (email link), then fill out the Self-Evaluation of Team Benchmark Presentation Form (Assignments) and submit it (Assignments) on 9/10 by midnight.
6:00 – 9:00	<ul style="list-style-type: none"> ● Designing Effective Visual Aids ● Displaying Financial Data ● Responding to Questions ● Elements of Persuasion ● Impromptu Speaking ● Email

SESSION FOUR WEDNESDAY, SEPTEMBER 11, 2019 6:00 PM - 9:00 PM	
DELIVERABLES	<input type="checkbox"/> Deliverable 7 - Team Presentation Planner – 6pm during Professor/TF meetings <ul style="list-style-type: none"> ● One draft presentation planner for the team (not hand written) ● Identified personal goal for the final presentation <input type="checkbox"/> Deliverable 8 - Document Analysis - midnight Select a document or part of a document (200-300 words) that you believe is an example of ineffective business writing. It can be from your place of work, your industry, a government or regulatory document, etc. Make sure you get rid of names for confidentiality. <ul style="list-style-type: none"> ● Part one: Analyze the document and write a short paper (2-3 paragraphs) explaining why it isn't effective. Analyze the AIM strategy (or lack

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	<p>of), the structure, the design, and the language of the original document.</p> <ul style="list-style-type: none"> • Part two: Edit or rewrite it. • Part Three: Submit 3 items in a single Word file (the original document, your analysis, and your edited version) on NYU Classes-Assignments. <u>This assignment is due on Thursday, 2/1 by midnight.</u> <p><i>GRADING CRITERIA:</i></p> <ol style="list-style-type: none"> 1. <i>Task: Submission adheres to the instructions of the assignment</i> 2. <i>Analysis: Analysis is comprehensive, taking into account the document’s strategy, structure, design, use of language; and is explained clearly with specific examples</i> 3. <i>Revision: Revision demonstrates the principles of effective business writing—document design, Plain English and AIM strategy; major issues described in the original document are improved in the edited version</i>
<p>AGENDA</p>	<p>TOPICS</p>
<p>6:00 – 9:00</p>	<ul style="list-style-type: none"> • Meetings to Prepare for Team Persuasive Presentation <p>In this class session you will meet with the professor and TF to prepare for the final presentation. Central to these meetings is clarifying the big idea of your presentation and rehearsing for effective delivery both as a team and individually. With the Professor each team will be expected to present:</p> <ul style="list-style-type: none"> • The “big idea for the final presentation” • Their communication strategy • Share team presentation planner (not handwritten) <p>These sessions are graded for preparation and participation; while an initial slide deck is not required, a planning document is necessary and should be provided to the Professor and TF. You will finalize that planner for submission with your team presentation.</p>

<p>SESSION FIVE SATURDAY, SEPTEMBER 14, 2019 9:00 AM - 12:00 PM</p>	
<p>DELIVERABLES</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Deliverable 9 - Summary of Crisis and Company Bios <ul style="list-style-type: none"> • Provide the class with a short summary (150-200 words) of the crisis facing your chosen company, the stakeholder groups involved, and their individual positions in the crisis. • Provide the bio sheets (names, titles, etc.) of the company executives so the class can assume the appropriate roles during the Q&A of your final presentation. • Submit these materials to Assignments. They are not graded, but I expect you to follow the guidelines of business writing discussed in class. <p><u>This assignment is due on Friday, September 13 at 12:00 noon.</u></p> <input type="checkbox"/> Deliverable 10 & 11 - Team Persuasive Presentation (20 minutes including Q&A)

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	<p>Assume you are the corporate communication team of your company. Your company is concerned with its reputation and image. The head of Corporate Communication has asked you to recommend <u>a specific communication strategy</u> to enhance some aspect of their overall communication to any of their most important stakeholders, as a part of the company’s overall effort of crisis management. You will present the recommendation to <u>the company’s executives</u>. (Find more instruction and materials in NYU Classes-Company Cases)</p> <p>Consider the following questions to persuade the executives to adopt your strategy:</p> <ul style="list-style-type: none"> ● How will your recommendations benefit the firm in both the short and the long terms? Provide reasons. ● What data will provide evidence to support your reasons? ● How feasible is it for the firm to implement your recommendations? <p>Remember to:</p> <ul style="list-style-type: none"> ● Bring a hard copy of your Presentation Planner and slide deck to class. ● Post Planner and PowerPoint slides on Assignments by <u>8:30 am on 9/14</u>. ● Be prepared to answer questions <u>at any time during the presentation</u>. ● Organize your presentation so that you can effectively communicate your key messages in the allotted time. All team members must speak. ● Include a preview of presentation in the opening and a close at the end. ● Make sure your visual aids enhance and support your message. Use graphs and charts to visually communicate quantitative data. <p><i>GRADING CRITERIA:</i></p> <ol style="list-style-type: none"> 1. <i>Organization:</i> Presentation follows a logical order and details support main ideas 2. <i>Content:</i> Information is relevant and the ideas are supported with evidence 3. <i>Visuals:</i> Slides are readable and contribute to the persuasiveness of the presentation 4. <i>Teamwork:</i> Team is prepared, professional, and shares responsibility for Q&A 5. <i>Delivery:</i> Presenters connect with and engage the audience, and speak with conviction
AGENDA	TOPICS
9:00 – 12:00	<ul style="list-style-type: none"> ● Rehearsal of Team Persuasive Presentations ● Team Persuasive Presentations ● Debrief Final Presentations ● Review & Feedback ● Final Email

AFTER SESSION SIX - FINAL DELIVERABLES

DELIVERABLE	<p><input type="checkbox"/> Deliverable 12 - Final Email (Individual)</p> <p>Write an email to the CEO of your company as a follow up to your presentation. Use this as an opportunity to reiterate your argument, share the benefits of your recommendations, the reasons for your recommendations, and outline the next steps. Pay attention to the structure and style of your email. Format for clarity and ease of reading. <u>Send your email to me and TF on Thursday, September 19 by 12 noon.</u></p>
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	<p><i>GRADING CRITERIA:</i></p> <ol style="list-style-type: none"><i>1. Strategy: Audience clearly understands what to do as a result of reading the email</i><i>2. Structure: Email includes an appropriate opening, body and closing</i><i>3. Content: Recommendations are clear and specific, supported by evidence</i><i>4. Style: Plain English is used and the tone is appropriate for the audience</i><i>5. Format: Document design makes it easy to skim, typography is used correctly</i>
FOLLOW-UP	View your Team Persuasive Presentation Video (Link through Mediasite tab on NYU Classes)

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SESSION	TOPICS	READINGS	DELIVERABLES
<p>1 Wednesday, September 4</p>	<p>Course and Team Introductions</p> <p>Communication Strategy</p> <p>Individual Benchmark Presentations</p>	<ul style="list-style-type: none"> • Munter and Russell, <i>Guide to Presentations</i> (read in its entirety) • SEC, <i>A Plain English Handbook</i>, Chapters 1, 3, 4, 5, 6 and 7 • List of Cases 	<ul style="list-style-type: none"> • Individual Benchmark Presentation
<p>2 Saturday, September 7</p>	<p>Business Speaking</p> <p>Business Writing</p> <p>Team Benchmark Presentations</p>	<ul style="list-style-type: none"> • Review Munter and Russell, <i>Guide to Presentations</i>, Chapters 1, 4 and 5 • Schenkler and Russell, “<i>How To Review Your Videotape</i>” 	<p>Self-Evaluation of Individual Benchmark Presentation due 9/6 by midnight</p> <ul style="list-style-type: none"> • Team Benchmark Presentations • Post planner and slides on NYU Classes-Assignments by 12:30pm on 9/7 • Bring a hard copy of planner and slides to class
<p>3 Monday, September 9</p>	<p>Designing Effective Visual Aids</p> <p>Displaying Financial Data</p> <p>Responding to Questions</p> <p>Elements of Persuasion</p> <p>Impromptu Speaking</p> <p>Email</p>	<ul style="list-style-type: none"> • Continue to study your company case and plan your final presentation 	<ul style="list-style-type: none"> • Self-Evaluation of Team Benchmark Presentation due 9/10 by midnight

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<p style="text-align: center;">4 Wednesday, September 11</p>	<p>Team meetings</p>	<ul style="list-style-type: none"> • Continue to study your company case and plan your final presentation 	<ul style="list-style-type: none"> • Team Planner due 9/11 by 6pm during team meetings • Document Analysis due 9/12 by midnight
<p style="text-align: center;">5 Saturday, September 14</p>	<p>Team Persuasive Presentations</p> <p>Debrief</p> <p>Review and Feedback</p> <p>Final Email</p>		<ul style="list-style-type: none"> • Summary of crisis and company bios due 9/13 by 12 noon • Team Persuasive Presentations • Post planner and slides on Assignments by 8:30am on 9/14 • Bring a hard copy of planner and slides to class • Final Email due 9/19 12 noon