

DEPAUL UNIVERSITY SNL PROGRAM

“Corporate Communications: Beyond the Buzzwords of Business”

Syllabus

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Class Hours: Tuesday
6:30 PM to 9:30 PM
Summer Quarter
June 17 to August 26, 2003

Location: Naperville Campus

Format: Lecture / presentations / class interaction,

To complete this course a student must work to achieve excellence with demonstrated proficiency in the following selected competencies:

H-3-D; Can employ skills of negotiation and interpersonal communication in the resolution of a problem. Demonstrate how business communication shapes and is shaped by identity of both people and institutions.

H-3-X; Can identify elements of corporate communication and connect them to individual development and hierarchy of organizations

H-3-E; Can speak confidently and effectively in public settings

A-3-X; Can evaluate one school of thought process in business communications and trace its historical origins. Can examine a social issue from an ethical (business) perspective.

A-4; Can analyze a problem using two different methods of communication on ethical business/social systems.

F-X; Understands the meanings and implications of standard corporate communication techniques.

H-3-D and H-3-X students will:

* Demonstrate all aspects of H-3-E below as well as assemble a draft and refine to a final hard copy, 2 presentation outlines on a business subject that shows how communication shapes and is shaped (connected) by individual identity. The role of creativity is applicable here, but must be grounded in the fundamental principles of business.

H-3-E students will:

* Prove mastery of corporate communication in the media of platform presentations, which result in a convincing proposal to the class and instructor. A PowerPoint presentation (with back up data) of at least 12 slides with accompanying notes double-spaced presented in class will meet this requirement. Articulating the connection to self-identity is a must.
* Show how communication has broad implications in the day-to-day workplace through a short submitted paper.

A-3-X students will be able to:

* Apply at least two communication concepts to your own past experience to see if different outcomes could have been achieved. Use guided creative endeavors to rewrite the situation to demonstrate how a different conclusion might have been reached. A written paper will accommodate this.

A-4 students will be able to:

* Compare and examine at least two methods of communication on an ethical subject through a written analysis. Show how the application of these two methods could affect different outcomes for large groups of people.

FX students will be able to:

* Complete selected segments of the above competences according to individual needs.
* Articulate the unique aspects of each of the components of corporate (business) communications in a submitted paper
* Demonstrate how communication problems can be avoided by employing the basic rules (list and explain in a submitted paper).

Course Description:

This course in the SNL program for students at DePaul carries three objectives. 1) Begin with an overview of what communications in business today involves. 2) Determine what level the student is at with respect to presentation/platform skills and show ways to advance. 3) Manage the new information and skills to effectively demonstrate an increased understanding and improvement level in day-to-day communications. In today's corporate and small capital environments, potential leaders must establish proficiency in many cross cutting areas, including self-knowledge. In every case, the successful and generative leader's actions are underscored by efficient and effective skills in communication.

Command of these skills is a progressive experience of competence in the workplace and this course will position you to move forward with confidence and a firm base of knowledge.

The respect of others and a heightened sense of self worth, both of which come from high-functioning leadership skills, are the twin long-term goals of this course.

Instructor's biography/comments:

Bill Forsberg holds a B.A. degree from DePaul University and an MBA degree from Loyola University Chicago. Prior to teaching courses at DePaul University he spent 30 years in the memorialization/meaning of life industry in marketing, sales and public relations, both as a business owner and a corporate executive. He now works as a consultant specializing in corporate and business operational analysis.

As your instructor I will give 100% to you during the course. You can be sure that my assessment of and feedback about your performance and your potential will be clear, correct and fair. You will be guaranteed success and an excellent final grade if you participate, complete the work and use the tools and processes you're given.

In the short term we will focus on:

- 1) The overview of what we mean by “communication” in contemporary business contexts
- 2) A determination of your level of skill in presentation/platform applications and show ways to advance

3) Management and usage of new information to effectively demonstrate an increased understanding and potential leadership potential. In every case of advancement in the corporate world the first approach begins with communication. Commanding this skill correspondingly improves the opportunities for such advancement, increased respect and a heightened sense of self worth.

Expected Outcomes:

Upon successful completion of the course, students will be able to:

1. Understand the major factors in communicating in business to be regarded as a professional.
2. Identify key elements and characteristics, which make individuals stand out in a company and understand how their experiences have influenced their style of communication.
3. Appreciate unique platform presentation skills that we all possess, but may not have had the opportunity to expose for improvement. Experience an increased self-perception of these abilities and a substantial improvement in them.
4. Understand that what we say and how we say it speaks volumes to an audience, whether it is one or one hundred individuals.
5. Evaluate and learn from others styles, diversities and experiences in the world of business.

Learning Strategies:

The course will capitalize on the varied knowledge/interest/experiences of business students taking the class, all of whom are expected to contribute to the overall course.

1. Lectures
2. Case Studies
3. Power point Presentations
4. Student Presentations
5. Discussion Sessions

This course is about creating an opportunity for you to develop and/or expand your career skill set. While many feel that communication is important, seldom does one make a concerted effort to seriously improve it long term.

There will be only successes in this class. No one will be made to feel inadequate or embarrassed at any time. Communicating effectively in a workplace setting is something that is attainable for everyone. Some may achieve it quicker than others, but all are capable. The class participants will manipulate the material, not the reverse. The goal of the instructor and this University is to create enhanced opportunities for each of you through life long learning education.

While this course will be relevant to many, it will be particularly useful to those interested in working with, or influencing organizations, business associates, customers, and fellow or senior management. This course is not intended to produce a Dale Carnegie extraordinaire or a Pulitzer Prize winner (although both are indeed possible!) but rather an opportunity for some to improve and others to propel their careers in various chosen fields, while providing an increased level of self-confidence and self worth. That is what true lifelong learning should ascribe to.

Learning Tools, Methods and Requirements:

1. **Required Texts:** (for reading and reference)
 - a. *Business Communications at Work*, second edition, McGraw Hill
 - b. *Ethics and The Conduct of Business*, third edition, Boatright, John R.
2. **Journals/ Magazines**
 - a. Business Week- reference and reading
 - b. Wall Street Journal- reference and reading
3. **Articles/Reports** (as assigned); CEO Shareholder's statement, Press release and Corporate Reports- Review certain students company missives.
4. **Final PowerPoint presentation** – Based on a Dept. or corporate item assuming presentation to a senior management or corporate team.
5. **Final exam** - Summary of learning achieved- length and depth depends on competence requirements. Don't sweat after reading this point. The instructor's objective is advancement for each student, not failure.

Required Readings/Workup:

1. *Business Week: A subscription is suggested*
You'll need to have the latest weekly June issue for the first class
You may call 1-800-635-1200 and request the student rate of \$ 39.97 for 51 issues- give the DePaul University name & class Professors name and phone number (or purchase weekly copies from a local bookstore or newsstand, but in the long run it's more expensive!).
2. *The Video Professors CD-rom for PowerPoint 2002 or 2000* at (www.videoprofessor.com or 1-800-498-1194)- a great value investment for beyond just this class
3. *The Wall Street Journal*- copies as assigned
4. *Fortune 500 Company reports*- Instructor will provide

Other Suggested Readings:

- The 7 Habits of Highly Effective People*, Covey, Stephen R.
The Elements of Style, fourth edition, W. Strunk and E.B. White
Better Business Writing, revised edition, Brock, Susan L.

Some General Course Goals:

Upon completion each student should be able to:

1. Understand the true meaning of communication, whether written or verbal and show an improvement in her/his daily application and usage.
2. Carry a keen awareness and appreciation for individual communication styles and how they can shape (or not shape) opinions.
3. Identify communication types, styles and techniques to assess the sub-text of what is really being said.
4. Be able to make a professional and convincing platform presentation using a PowerPoint slide program.
5. Be able to analyze a corporate CEO shareholder letter and a company press release

This is a letter class Students and will be evaluated on the following:

1. Class participation
2. Reports- written/ verbal
3. In-Class quizzes
4. Platform presentations
5. Attendance
6. Group Work-as assigned
7. Final exam

Assessment:

Class participation- 15%,
Assigned reports and papers- 25%,
Platform presentations -35%
Final exam -25%.

CORPORATE COMMUNICATIONS

Tentative Class Schedule-

1st Session June 17	Introduction & Expectations Course Outline, Objectives, Strategies
2nd Session June 24	Definition of Communication
3rd Session July 1	Presentations and Platform speaking What we say and how we say it
4th Session July 8	Public Relations- Internal and External
5th Session July 15	Ethical Dilemmas and Corporate Spin
6th Session July 22	Corporate Reports Identifying the subtext?
7th Session July 29	Press releases/Written Proposals Selling the corporation and you
8th Session August 5	High tech/ Low touch communication Does it matter to the human community?
9th Session August 12	“Brand You” discussions Beginning of final PPT presentations
10th Session August 19	Conclusion of final PPT presentations
11 th Final Session August 26	Final Exam

OUR CLASS POLICIES:

* STUDENTS MISSING more than two classes during the quarter *will not be passed*. If you think you will miss more than two classes, please make arrangements to take the course another quarter in order to gain your greatest value.

* YOU ARE RESPONSIBLE for notifying the instructor prior to any planned absence and as soon as possible after any unplanned absence (emergency) in order to get your assignments.

* ALL PAPERS must be handed in on the assigned due date unless permission from the instructor for an extension (due to an emergency) has been requested *in advance*.

*INCOMPLETE GRADES will not be granted unless advance permission has been requested (NOTE: You must complete and submit a contract for the incomplete - available at the SNL office). However the instructor doesn't want this and in the long run it will be detrimental to the student.

* FINAL PAPERS must be typed, double-spaced with one-inch margins. ALL outside sources must be properly cited- use the MLA handbook. Also, bring a large stamped self-addressed envelope to the final class to insure return all of any work.

* DEPAUL'S VINCENTIAN MISSION states that each course should be designed to actively incorporate the four cornerstones of a high quality learning relationship environment: empathy, clarity, integrity and flexibility. We will work together as a group to achieve this mission.

Academic Integrity:

Know that I will vigorously uphold the University's written policy in the handbook for undergraduate students regarding academic integrity. BE ATTENTIVE TO WHAT THIS MEANS. There is a ZERO tolerance policy. Breaking it will cost you the class and possibly your degree.

It's just not worth it.

