

**Business Communications and Business Ethics**  
**Course Number: 22:373:510**  
**Course Title: Business Communications- Full Time**

## **COURSE DESCRIPTION**

### **WELCOME TO YOUR BUSINESS COMMUNICATION CLASS**

This practical, intensive real-world course will challenge you—and help you strengthen your personal brand. Our class will work together to improve your communication skills and help you develop the ultimate career advantage—being a powerful communicator at work.

#### **WE WILL:**

- Concentrate on writing and presentation skills.
- Strengthen your ability to analyze, persuade and inform.
- Communicate in ways that are clear, concise and convincing.
- Focus on identifying the needs and interests of your audience.
- Develop smart communication strategies for your career.
- Improve your personal executive presence.

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## **COURSE MATERIALS**

**TEXTBOOK:** Daniel, Carter, *Reader-Friendly Reports*, which is available online.

**Recommended reading:** Your career success depends on your ability to track critical issues and emerging trends. Be sure to check news outlets from across the United States and around the world. Seek diversity of opinion.

- BBC News
- *Le Monde*
- Bloomberg.com
- *The New York Times*
- *The Wall Street Journal*
- *The Economist*
- *The Financial Times*
- RealClearPolitics.com
- Pew Global Attitudes
- QZ.com
- Morning Brew

## FOR YOUR FUTURE GROWTH

- Appleman, Jack, *10 Steps to Successful Business Writing*
  - Beckwith, Harry, *You, Inc.: The Art of Selling Yourself*
  - Berkley, Susan, *Speak to Influence*
  - **Cuddy, Ann, *Presence: Bringing Your Boldest Self to Your Biggest Challenges***
  - Duarte, Nancy, *HBR Guide to Persuasive Presentations*
  - Evans, Harold, *Do I Make Myself Clear? Why Writing Well Matters*
  - Garner, Bryan, *Garner's Modern English Usage*
  - Heath, Chip & Dan Heath, *Made to Stick: Why Some Ideas Survive and Others Die*
  - Koegel, Timothy, *The Exceptional Presenter*
  - Lennard, Diane, *Strategic Communication at Work*
  - Munter, Mary and Lynn Russell, *Management Communication*
  - Meyers, Peter and Shann Nix, *As We Speak: How to Make Your Point and Have it Stick*
  - Pink, Daniel H., *To Sell is Human: The Surprising Truth about Moving Others.*
  - The Purdue Online Writing Lab: <http://owl.english.purdue.edu/>
  - Strunk, William and E.B. White, *The Elements of Style*
  - University of Chicago Grammar Resources <http://writing-program.uchicago.edu/resources/grammar.htm>
  - Ury, William and Roger Fisher, *Getting to Yes*
  - Zinsser, William, *On Writing Well*
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## LEARNING GOALS AND OBJECTIVES

### WHAT TO EXPECT

1. Please prepare to work hard. Our class will be interactive. Everyone is responsible for contributing to the success of our class and for helping others learn.
  2. We'll focus on communicating strategically: A.I.M., i.e., analyzing your audience, aligning with your intent, crafting key messages.
  3. Your success criteria in both presentation and written assignments: logical structure, professional style and convincing substance.
  4. If you have failed to meet a deadline, please send your document in the body of your e-mail--no e-mail attachments.
  5. Please bring laptops to class. Key documents will be posted on "course documents" on our Canvas page.
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### ACADEMIC INTEGRITY

*I do NOT tolerate cheating.* Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>).

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large

database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See [business.rutgers.edu/ai](http://business.rutgers.edu/ai) for more details.

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## **ATTENDANCE AND PREPARATION POLICY**

### **RULES OF THE ROAD**

**Attendance:** Please let me know in advance—and in writing—if you're going to miss a class. You are responsible for material we cover when you're absent.

**Participation:** If you are going to be absent more than once, please drop the class. Our class wants your full participation. We all must contribute to our success as a class. And too many absences may result in lowering your grade.

**Deadlines:** Better never than late. I take deadlines seriously. In business, executives are expected to put their thoughts in writing clearly, concisely and convincingly. The marketplace moves fast. To succeed, you must think fast and clearly—and write fast and clearly. Hand papers in on time, please. Or it may result in lowering of your grade.

**Punctuality:** Everyone has last-minute work or family emergencies and runs into traffic and parking problems. Our class will begin exactly on time. Latecomers often cause distractions, and they disrupt class discussions. So please show respect.

**Academic honesty: Please be careful not to plagiarize: If you've demonstrated academic dishonesty, you'll be sent to the Office of the Dean. Stealing intellectual property undermines our mission--not to mention your personal reputation.**

**Grades:** You will receive the handout "Criteria for Success: Written Reports and Presentations." Please read and retain. "A" is excellent. "B" is good. "C" is average. "D" means barely acceptable. "F" is failure.

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## **DELIVERABLES/WEIGHT**

1. Podcast opinion piece: 20 points
2. Book analysis: 20 points
3. Company investment research report: 20 points
4. Country investment research presentation: 20 points
5. Leadership\*: 20 points; throughout our class

\*Your leadership grade depends on your contribution to the success of our class, including helping others learn.

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## COURSE SCHEDULE

### CLASS AGENDAS AND ASSIGNMENTS

Please note: There will be no quizzes, tests or final exam. You will receive feedback from your professor and classmates on your oral presentations.

#### Introduction and Power Writing for Career Success

- Learning from history's most powerful communicators
- The 21<sup>st</sup> Century organization
- "Fog everywhere..."
- "Power Causes Brain Damage"
- Models of opening/thesis/point-of-view paragraphs
- Paragraph structure; document design; readability;
- Topic and thesis;
- Subheadings that support your thesis;
- Your success criteria: written communication

#### *Assignments due*

- Read: Our textbook—all of it. Please bring the text to our next class. Be prepared with questions you have on the reading.
  - Listen to a recent program of either "Freakonomics Radio" or "Planet Money." Both podcasts are on National Public Radio 820 a.m. or online. You may choose to download the transcript.
  - Write a 250-word opinion piece in the form of a memo to your classmates. Communicate your perspective on the issue the podcast focuses on. Where do you stand on the issue? For example, do you think we should become a cash-less economy?
  - Post your memo on Canvas.
  - Hand in hard copy in class.
  - Structure: Bottom line on top. Your first/thesis paragraph will state your opinion on the issue the podcast is focused on and how you will defend it.
  - Substance: Use details to support your opinion, e.g., specific examples, quotes and statistics to support your thesis.
  - Style: Your tone should be balanced and professional. Avoid careless mistakes in punctuation, grammar and spelling.
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- Review and discussion of our textbook
  - Presentations That Win Hearts and Minds
  - Your success criteria
  - Post on Canvas and submit hard copy in class: podcast e-mail
  - Prepare for "What's Your Story?"

- So what's your story?
- Your communication style: resilient
- "You're hired." "You're fired." "I quit."

Assignment due

Read one of the books below. Write a 500-word book analysis.

- Address your classmates in the form of a memo.
- Post on Canvas.
- Hand in hard copy in class.
- Structure: Your thesis paragraph should state your opinion of the book and tell the audience how you will defend it. Do you recommend this book? Why or why not?
- Your second paragraph will be a crisp summary. For the rest of the analysis, defend your thesis.
- Style: Provide a balanced and fair perspective on the book.
- Substance: Use details and quotes from the book to support your thesis.

1. *Wild Ride: Inside Uber's Quest for World Domination*, by Adam Lashinsky
2. *The AIRBNB Story: How Three Ordinary Guys Disrupted an Industry, Made Billions... and Created Plenty of Controversy*, by Leigh Gallagher
3. *Zucked: Waking Up to the Facebook Catastrophe*, by Roger Mc Namee.
4. *The Signal and the Noise*, by Nate Silver.
5. *Re-imagine! Business Excellence in a Disruptive Age* by Tom Peters.
6. *The Undoing Project*, by Michael Lewis.
7. *Black Box Thinking: Why Most People Never Learn From Their Mistakes—but Some Do*, by Matthew Syed
8. *The Contest of the Century: The New Era of Competition with China—and How America Can Win*, by Geoff Dyer.
9. *Rise of the Robots*, by Martin Ford.
10. *Give and Take: Why Helping Others Drives Our Success*, by Adam Grant.

- Present your book analysis
- Book analysis due: Post on Canvas and hand in hard copy
- Business research: You will learn how to access the library's vast resources, including state-of-the-art online databases you'll use throughout your graduate work—and will prove valuable to your career.

Assignment due:

- Choose a recent chart or graph--this month--that you think is good, bad or ugly.
  - Post your chart on our Canvas site;
  - Prepare a presentation in which you educate our class on your graph. Why do you think it's good, bad or ugly?
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- Presentation of your good, bad or ugly chart
  - Leading today's employees
  - Negotiating to win--and with your integrity intact
  - Developing your unique career communication strategy.
  - Secrets of Genius Networkers

Assignment due

- Company investment report: You work in the research analyst group of a major investment bank. Write a well-researched and analytical 5-page, double-spaced investment research report on a company of your choice--not one you have worked for. Provide an industry overview: major players, trends, etc. Should our bank--invest in this company?
  - Post your report on our Canvas site. Hand in a copy to me in class.
  - Structure: Bottom line on top; invest or not? Your thesis paragraph should state your recommendation and tell the reader how you intend to defend your thesis.
  - Substance: Include a bibliography with recent, balanced, independent sources. Include an industry overview. Is the industry dynamic, competitive? What are its major issues and trends? Is the company's strategy smart? Is its leadership strong? What about its corporate culture? Is it managing the current economic environment strategically? Are its products/services what customers want? Is it socially responsible? Environmentally responsible? What are the risks of investing in this company? How have technology, globalization and competition affected the company? Document your sources with a bibliography/list of references--at least five objective sources. Use the country's Web site only for background.
  - Style: The tone should be professional and balanced. No careless mistakes in punctuation, grammar, spelling.
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- Company investment report due.
  - Post on Canvas; hand in hard copy
  - Presentation on the company you wrote about in your investment research report.

- The New Rules

#### Assignment due

- You work in the research group of a major global investment bank. Please choose a country to write about. Should we invest in it? Write a well-researched and analytical 10-page, double-spaced investment research report defending your recommendation to invest or not to invest. Include a bibliography with recent, balanced, independent sources, not any information source from the country's government.
  - Post your report on our Canvas site.
  - Hand in hard copy in class.
  - Structure: Bottom line on top; invest or not? Your thesis paragraph should state your recommendation and tell the reader how you intend to defend your thesis.
  - Substance: Include a bibliography with recent, balanced, independent sources. Are the country's government and business community managing the current global economic environment strategically? Is it friendly to investment? What is the regulatory arena like?
  - Style: The tone should be professional and balanced. No careless mistakes in punctuation, grammar, spelling.
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- Country investment research report due.
  - Post on Canvas
  - Hand in hard copy in class.
  - Presentation on the country you wrote about in your investment research report.
  - Business card exchange.
  - Presenting Your *Self*

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## SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at [ods.rutgers.edu](http://ods.rutgers.edu).

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email [dsoffice@echo.rutgers.edu](mailto:dsoffice@echo.rutgers.edu)]

[Rutgers University-Newark ODS phone (973)353-5375 or email [ods@newark.rutgers.edu](mailto:ods@newark.rutgers.edu)]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email [jackie.moran@rutgers.edu](mailto:jackie.moran@rutgers.edu)]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu)]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email [deanofstudents@echo.rutgers.edu](mailto:deanofstudents@echo.rutgers.edu)]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email [DeanofStudents@newark.rutgers.edu](mailto:DeanofStudents@newark.rutgers.edu)]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: [https://cm.maxient.com/reportingform.php?RutgersUniv&layout\\_id=7](https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7) . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at [TitleIX@newark.rutgers.edu](mailto:TitleIX@newark.rutgers.edu). If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email [run.vpva@rutgers.edu](mailto:run.vpva@rutgers.edu)]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]



[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: [PALS@newark.rutgers.edu](mailto:PALS@newark.rutgers.edu)]

[Rutgers–New Brunswick: [eslpals@english.rutgers.edu](mailto:eslpals@english.rutgers.edu)]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]